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NATIONAL MARKETING RESEARCH CENTER
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CURRENT PERIOD RECORD

The Organization of Wholesale Fruit and Vegetable Markets

in Chicago, Lincoln, Los Angeles,
Louisville, Milwaukee, New Orleans,
Oklahoma City, Omaha,
San Francisco-Oakland, Tulsa,
and Wichita



ERS-163

UNITED STATES DEPARTMENT OF AGRICULTURE
Economic Research Service
Marketing Economics Division

July 1964



THE ORGANIZATION OF WHOLESALE FRUIT AND VEGETABLE MARKETS

In Chicago, Lincoln, Los Angeles, Louisville, Milwaukee, New Orleans,
Oklahoma City, Omaha, San Francisco-Oakland, Tulsa, and Wichita

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Marketing Economics Division
Economic Research Service

This report describes in tabular form the organization and operation of 11 wholesale markets. It includes tables showing the buying, selling, and operating practices of the wholesalers and chains in the markets, and the changes that have taken place during the past 20 years. The information on which the report is based was obtained as part of a nationwide study of wholesale markets. The findings should give public agencies, and other firms in wholesale and shipping-point markets, farmers, and other interested citizens a better understanding of the forces at work in the marketing system for fresh fruits and vegetables. Moreover, these findings should provide a basis for making better decisions in adjusting to the changes taking place throughout the structure of marketing.

The basic data for the nationwide study were obtained in 1959 and 1960 by personal interviews with representatives of 2,600 wholesale firms in 52 markets throughout the United States. Most of the interviews were made by personnel of the U.S. Department of Agriculture, but assistance was generously given by many agricultural experiment stations. Those of Nebraska, Kentucky, Wisconsin, Louisiana, and Oklahoma furnished much information for this report.

This is the last report on this study of the organization of wholesale produce markets. Following is a list of all the markets included in the study and the reports in which they are described. These reports taken together make available on a comparable basis data on each of the 52 markets studied.

<u>Market</u>	<u>State</u>	<u>U.S. Dept. Agr., Mktg. Res. Rpt.</u>	<u>U.S. Dept. Agr., ERS-163 (this report)</u>	<u>Other</u>
Albany-Schenectady-Troy	N.Y.	562		Cornell A.E.Ext. 106
Albuquerque	N.Mex.	541		N.Mex. Res. Rpt. 43
Atlanta	Ga.			S.C. A.E. 249
Beckley-Mullins-Hinton	W.Va.	562		
Boston	Mass.	515		
Bluefield-Princeton	W.Va.	562		
Butte	Mont.	541		
Charleston	W.Va.	562		
Chicago	Ill.		X	
Clarksburg	W.Va.	562		
Columbia	S.C.			S.C. A.E. 251
Dallas-Ft. Worth	Tex.	558		
Denver	Colo.	541		
Detroit	Mich.	562		
Duluth-Superior	Minn.-Wis.	647		
Elkins	W.Va.	562		
El Paso	Tex.	541		N.Mex. Res. Rpt. 43
Fairmont	W.Va.	562		

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<u>Market</u>	<u>State</u>	<u>U.S. Dept. Agr., Mktg.</u>	<u>U.S. Dept. Agr., ERS-163</u>	<u>Res. Rpt.</u>	<u>(this report)</u>	<u>Other</u>
Greenville	S.C.					S.C. A.E. 251
Houston	Tex.	558				
Huntington	W.Va.	562				
Lincoln	Nebr.			X		Nebr. DAE Rpt. No. 21
Little Rock	Ark.	558				
Los Angeles	Calif.			X		
Louisville	Ky.			X		Ky. Bul. 674
Martinsburg	W.Va.	562				
Miami	Fla.	593				
Milwaukee	Wis.			X		
Minneapolis-St. Paul	Minn.	647				
Morgantown	W.Va.	562				
New Orleans	La.			X		
New York	N.Y.	542				
Oklahoma City	Okla.			X		Okla. P-456
Omaha	Nebr.			X		Nebr. DAE Rpt. No. 21
Parkersburg	W.Va.	562				
Philadelphia	Pa.	559				
Piedmont	W.Va.	562				
Pittsburgh	Pa.	557				
Portland	Maine					Maine Farm Res., Jan. 1961
Raleigh	N.C.					S.C. A.E. 250
Salt Lake City	Utah	541				
San Francisco-Oakland	Calif.			X		
Seattle-Tacoma	Wash.	563				
Spokane	Wash.	563				
Tampa-St. Petersburg	Fla.	593				
Tulsa	Okla.			X		Okla. P-456
Washington	D.C.	524				
Wheeling	W.Va.	562				
Wichita	Kans.			X		
Williamson-Logan	W.Va.	562				
Winston-Salem	N.C.					S.C. A.E. 250

This report includes in tabular form information similar to that published for other markets. Terms used in the tables are defined in the appendix, page 125.

Information is presented on four major elements in the organization of these markets--market structure, marketing channels, marketing practices, and changes between the 1930's, 1948, and 1958-59. Throughout these tables, the volume figures refer to the total sales of each firm. In many cases, a substantial portion of the sales of one wholesaler are made to other wholesalers or chains in the same market. Thus, the total of the sales of individual firms is not the same as the net volume received or sold in the market. The tables on marketing channels show the amount of resales among firms in the market and the quantity received from outside each market. For example, table 5 for Chicago shows the total purchases from outside the market, the quantity bought or sold by Chicago firms which bypassed the market (i.e., was never physically received in Chicago), and the quantity actually received in or passing through the Chicago market.

An overall analysis of the organization of wholesale markets throughout the country, of the changes that have taken place in the past 30 years, and of the prospects for the years ahead has been published as:

The Structure of Wholesale Fruit and Vegetable Markets, by Alden C. Manchester, Agr. Econ. Rpt. 45, Washington, D.C., April, 1964.

Index to Tables

Subject	Chicago	Lincoln	Los Angeles	Louisville	Milwaukee	New Orleans	Oklahoma City	San Francisco	Tulsa	Wichita
<hr/>										
Market structure:										
Market areas.....	1	18	31	50	68	84	119	138	155	172
Size and type of firms.....	2	32	51	69	85	102	120	139	156	173
Commodity specialization.....	3	33	52	70	86	103	121	140	157	174
Ownership of other firms.....	4	34	53	--	87	104	122	141	--	--
Ownership by other firms.....	--	35	54	--	--	105	123	142	158	--
Marketing channels:										
Purchases from outside the market.....	5	20	36	55	71	88	106	124	143	175
Sales to local wholesalers.....	6	--	37	56	72	89	107	125	144	160
Sales to retail outlets.....	7	21	38	57	73	90	108	126	145	161
Out-of-town sales.....	8	22	39	58	74	91	109	127	146	162
Marketing practices:										
Methods of purchase.....	9	23	40	59	75	92	110	128	147	163
Delivery services.....	10	24	41	60	76	93	111	129	148	179
Prepackaging and repacking.....	11	25	42	61	77	94	112	130	149	180
Credit terms.....	--	43	62	--	95	96	113	131	150	165
Employees.....	12	26	44	63	78	96	114	132	--	165
Margins, brokerage rates.....	13	27	45	64	79	97	115	133	151	182
Changes:										
Number of firms.....	14	28	46	65	80	98	116	134	152	169
Direct receipts and total sales.....	15	--	47	--	81	99	117	135	--	--
Years in business.....	16	29	48	66	82	100	118	136	153	170
Change in sales.....	17	30	49	67	83	101	--	137	154	171

Table 1.--Number of firms and volume handled, by market area and type of firm, Chicago wholesale produce market, 1938

Type of firm	Firms	Car-lots	Firms	Car-lots	Firms	Car-lots	Firms	Car-lots	Firms	Car-lots	Firms	Car-lots	Firms	Car-lots	Firms	Total	
Southwest market	1/	Broker Building	South Water	Western Avenue	Wood Street	West Randolph	South State	Other Chicago	Suburbs	Suburbs	Suburbs	Suburbs	Suburbs	Suburbs	Suburbs	Total	
Firms	1/	Terminal	1/	1/	Street	Street	Street	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	
Total	2/	Total	2/	Total	2/	Total	2/	Total	2/	Total	2/	Total	2/	Total	2/	Total	
Primary handlers:																	
Receiver...	27	12	18,359	--	--	--	--	--	1	1	3/	3	--	3/	--	31	13 19,379
Commission merchant...	27	11	21,768	--	--	--	--	--	3	--	62	--	--	--	--	30	11 21,830
Jobber receiver...	--	--	--	--	--	--	--	--	2	--	3/	2	3/	1	--	5	-- 719
Commission wholesaler...	5	--	1,486	--	--	--	--	--	3	1	3/	8	--	695	1	--	5 -- 1,486
Subtotal...	59	23	41,613	--	--	--	--	--	3	1	3/	8	--	695	1	--	3/ 71 24 43,414
Secondary handlers:																	
Jobber...	20	1	2,883	--	--	7	--	12	--	1,072	3	--	135	7	--	533	--
Jobber (de-livery) Service...	6	1	1,494	--	--	--	--	13	--	952	9	--	759	3	--	784	19 --
Jobber secondary wholesaler...	--	--	--	--	--	--	--	1	--	3/	--	--	1	--	3/	7	1 2/ 9 1 2,579
Truck jobber, purveyor, receiver...	10	3	2,880	--	--	--	--	--	--	--	--	--	56	--	3,044	34 --	--
Purveyor...	14	1	2,189	--	--	--	--	--	--	--	--	8	--	340	10 --	680	32 1 3,209
Prepackager, repacker...	30	--	1,642	--	--	--	--	--	--	--	--	1	--	3/	6	5 3/ 37 5 9,026	
Subtotal...	80	6	11,088	--	--	--	--	26	--	2,137	12	--	894	76	--	5,175	76 6 13,937 270 12 33,231
Others:																	
L.C.L. and mixed load shippers...	7	4	8,917	--	--	--	--	--	--	--	--	--	--	--	--	7	.4 8,917
Importer and itinerant trucker...	1	--	3/	--	--	--	--	--	--	--	--	--	--	--	7	--	
Subtotal...	8	4	9,217	--	--	--	--	--	--	--	--	--	7	--	638	15 4 9,855	
All wholesale handlers....	147	33	61,918	--	--	--	--	26	--	2,137	15	1	1,560	84	--	5,870	84 6 15,015 356 40 86,500
Brokers and agencies:																	
Selling broker and auction representative:	3	1	1,405	16	10	14,309	9	9	13,920	2	--	3/	--	8	6 10,243	1	1 3/ 39 27 42,914
Terminal broker....	--	--	--	5	4	3/	--	--	--	--	--	--	--	1	--	3/ 6 .4 4,760	

--Continued

Table 1.--Number of firms and volume handled, by market area and type of firm, Chicago wholesale produce market, 1958

Type of firm	Firms	South Water	Western Avenue	Wood Street	West Randolph	Street	South State	Other Chicago	Suburbs	Total
Southwest market	Broker Building	1/	Broker Building	Wood Street	West Randolph	Street	South State	Other Chicago	Suburbs	Total
Firms	1/	1/	1/	Terminal	Street	Street	South State	Other Chicago	Suburbs	Total
Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
Carlot distributor... Cooperative and importers	3	4,080	6	3	6,248	6	5	6,746	--	--
Carlot sales agencies... Auction.... Buying broker.... All brokers and agencies.	1 -- 5 12	1 -- 2 7	1 -- 2 29	2 -- 17	2 -- 25,337	2 -- 14	2 -- 20,666	2 -- 11	2 -- 3/	2 -- 3/
Chain, retailer, cooperative.....	--	--	--	--	--	--	--	--	--	--

1/ The South Water Broker Building has since closed and many of the firms moved to the new Chicago Produce Terminal at 28th and Ashland Streets.

2/ "Large" firms are those selling 500 or more carlots.

3/ Figure withheld to avoid disclosure of operations of individual firms.

Table 2.--Number of firms by size and type, and percentage of volume handled by each size and type, Chicago wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by-- 1/		
	Volume handled		Number	by size 1/	Small	Medium	Large	Small	Medium
	Quantity	Percentage of total market		Small	Medium	Large	firms	firms	firms
Primary handlers:									
Receiver.....	31	19,379	9		5	13	13	3	20
Commission merchant....	30	21,830	10		11	8	11	4	11
Receiver-jobber.....	5	719	2/		4	1	--	3/	3/
Commission wholesaler..	5	1,486	1		1	4	--	3/	3/
Subtotal.....	71	43,414	20		21	26	24	4	19
Secondary handlers:									
Jobber.....	42	4,623	2		35	6	1	53	3/
Jobber (delivery)....	50	6,959	3		40	9	1	48	3/
Service jobber.....	9	2,579	1		4	4	1	16	3/
Secondary wholesaler..	10	2,880	1		6	1	3	21	3/
Truck jobber.....	90	3,955	2		90	--	--	100	--
Purveyor.....	30	3,209	2		25	5	--	45	55
Receiver-purveyor....	2				1	1	--	43	57
Prepackager, repacker..	37	9,026	4		31	1	5	18	3/
Subtotal.....	270	33,231	15		231	27	12	41	25
Others:									
Mixed load shipper....	1	8,917	4		--	--	1	--	--
L.C.L. shipper.....	6				2	1	3	4	3
Importer.....	1	938	2/		--	1	--	--	100
Itinerant trucker....	7				7	--	--	100	--
Subtotal.....	15	9,855	4		9	2	4	9	5
All wholesale handlers..	356	86,500	39		261	55	40	18	20
Brokers and distributors:									
Selling broker.....	38	42,914	19		5	7	26	2/	6
Auction representative:	1				--	--	1	--	--
Terminal broker.....	6	4,760	2		--	2	4	--	3/
Carlot distributor....	20	33,114	15		--	5	15	--	6
Subtotal.....	65	80,788	36		5	14	46	2/	7
Sales agencies:									
Cooperative.....	4	8,741	4		2	1	1	4	15
Importer's.....	2				--	--	2	--	100
Subtotal.....	6	8,741	4		2	1	3	1	4
Others:									
Auction.....	1	5,495	2		--	--	1	--	--
Buying broker.....	6	3,564	2		3	--	3	7	--
All brokers and agencies:	78	98,588	44		10	15	53	1	6
Chains:									
National chain.....	2	3/	3/		--	--	2	--	--
Regional chain.....	2	3/	3/		--	--	2	--	--
Local chain:									
with warehouse....	1	3/	3/		--	--	1	--	--
without warehouse...	9	3/	3/		8	--	1	35	--
Retailer cooperative....	3	6,017	3		--	--	3	--	--
All retail organizations	17	36,886	17		8	--	9	2	--
Grand total.....	451	221,974	100		279	70	102	8	10

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Less than 0.5 percent. 3/ Withheld to avoid disclosure of information concerning individual firms.

Table 3.--Degree of specialization of wholesalers, by type of firm, Chicago wholesale produce market, 1958

Type of firm	Percent of each type of firm						
	Firms handling complete line of produce			Firms specializing in-			
	No specialization	Some specialization	Plus other types of food	Several commodities	One class of commodities	A single commodity	Several classes of different commodities
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	10	--	--	13	41	36	--
Commission merchant..	20	3	--	7	33	14	23
Receiver-jobber.....	--	--	--	--	19	47	34
Commission wholesaler.....	20	--	--	60	--	20	--
All primary handlers.....	14	1	--	13	33	27	12
Secondary handlers:							
Jobber.....	21	--	--	19	18	18	24
Jobber (delivery)....	70	--	--	8	12	10	--
Service jobber.....	78	11	--	--	--	--	11
Secondary wholesaler..	10	10	--	70	--	--	10
Truck jobber.....	69	--	--	18	--	4	9
Purveyor, receiver-purveyor.....	57	--	12	12	16	3	--
Prepackager, re-packer.....	--	--	--	3	--	70	27
All secondary handlers.....	49	1	1	15	7	16	11
Others:							
Mixed load shipper, and L.C.L. shipper..	86	--	--	14	--	--	--
Itinerant trucker, importer.....	--	--	--	47	40	--	13
All wholesale handlers.....	42	1	1	15	13	17	11
Brokers and agencies:							
Selling broker, auction representative.....	10	--	--	18	20	49	3
Terminal broker.....	--	--	--	83	--	17	--
Carlot distributor..	5	--	--	10	25	60	--
Sales agencies.....	--	--	--	--	67	33	--
Buying broker.....	100	--	--	--	--	--	--
All brokers and agencies:	14	--	--	18	22	45	1

Percent of sales of each group of wholesalers by those handling a complete line:

Wholesale handlers..... 38 percent

Brokers and agencies..... 7

All wholesalers..... 22

Table 4.--Chicago wholesale produce firms owning or controlling other firms in
the produce business, 1958 1/

Type of firm owned or controlled	Primary handlers	Other wholesale handlers	Brokers and agencies	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Packinghouse or shipping firm...	--	--	--	6
Farm.....	2	1	2	5
In this market:				
Prepackager.....	1	1	1	3
Another wholesale firm.....	2	1	--	3
In other markets:				
Another wholesale firm.....	1	1	--	2
Other.....	--	2	3	5
Total.....	6	6	12	24

1/ Including ownership or control by principals of firm.

Table 5.--Purchases from outside the market, by class of firm, Chicago wholesale produce market, 1958

Class of buyer	Direct from shipping point: agencies or port of entry			Through sales: From brokers in other cities			Other terminal markets			Imports Total			Volume bypassing Chicago market			Volume passing through the Chicago market		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, distributor.....	72.4	1/	--	0.6	--	73.1	28.9									44.2		
Sales agency.....	8.7	--	--	--	--	8.7	1.6									7.1		
Auction.....	--	--	--	--	--	--	--									--		
Shippers.....	2.3	--	--	1.1	--	--	3.4									2.0		
Trucker, importer.....	.3	--	.4	--	--	.3	.9									.7		
Receiver, commission merchant.....	33.2	--	1.0	--	--	34.2	.6									33.6		
Receiver-jobber, commission wholesaler.....	1.4	--	1/	--	--	1.4	--									1.4		
Jobber, jobber (delivery): secondary wholesaler, service jobber.....	1.4	1/	.5	--	--	1.8	--									1.8		
Truck jobber.....	--	--	.1	--	--	.1	--									.1		
Purveyor, receiver-purveyor.....	.1	--	1/	--	--	*.1	--									.1		
Repacker, prepackager.....	6.1	--	.1	1/	--	6.3	--									6.3		
All wholesalers.....	125.9	1/	3.2	.7	.3	130.1	32.6									97.5		
Chain, retailer cooperative.....	20.7	--	.2	.1	--	21.0	--									21.0		
Retailer, processor, eating place.....	.1	--	2.5	.1	--	2.7	--									2.7		
Grand total.....	146.8	1/	5.9	.8	.3	153.8	32.6									121.2		

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 6.-Wholesalers' sales to other Chicago wholesalers, by class of firm, Chicago wholesale produce market, 1958

Class of seller	Type of wholesale buyer					
	Broker, distributor	Auction	Shipper	Trucker, commission importer	Receiver, jobber, secondary	Truck receiver, jobber
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor	7.3	2.7	0.8	--	4.3	0.4
Sales agency	1/	1.8	--	--	.1	2.9
Auction	.5	--	.4	--	1.4	.2
Shipper	--	--	--	--	--	.2
Trucker, importer	--	--	--	--	--	.1/
Receiver, commission	--	.9	4.3	1/	.9	.1
merchant	--	--	--	--	--	7.2
Receiver-jobber, commission wholesaler	.1	--	--	--	--	2.7
Jobber, jobber (delivery), secondary wholesaler, service jobber	--	.1	--	--	--	.1
Purveyor, receiver-purveyor	--	--	--	--	--	.7
Repacker, prepacker	--	--	--	--	--	.7
Total	7.9	5.5	5.5	1/	7.0	.8
						15.2
						3.9
						3.1
						2.7
						51.6

^{1/} Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 7.--Wholesalers' sales to retail outlets, by class of firm, Chicago wholesale produce market, 1958

Class of seller	Type of retail outlet				
	Chain, retailer	Retail store,	Processor, consumer	Eating place, institution,	Total
	cooperative	peddler			
	:	:	:	:	:
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Broker, distributor.....	4.9	0.4	0.7	1.5	7.4
Sales agency.....	2.3	--	1/	--	2.3
Auction.....	.8	--	--	--	.8
Shipper.....	.2	1/	.5	--	.8
Trucker, importer.....	.3	.1	--	--	.4
Receiver, commission merchant.....	6.0	7.0	.3	.4	13.7
Receiver-jobber, commis- sion wholesaler.....	1/	1.5	--	.2	1.7
Jobber, jobber (delivery) secondary wholesaler, service jobber.....	.4	8.2	.2	2.3	11.1
Truck jobber.....	--	3.6	1/	.2	3.8
Purveyor, receiver-pur- veyor.....	1/	.2	1/	2.4	2.6
Repacker, prepackager....	.9	1.5	---	.1	2.5
	:				
Total.....	15.9	22.5	1.8	7.0	47.1
	:				

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 8.--Wholesalers' out-of-town sales and total sales, by class of firm, Chicago wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Total out-of-town sales	Sales in the market	Total sales
	Chain, Wholesaler voluntary or cooperative	Eating places, Retailers outlets	Institutional outlets	Total out-of-town sales			
	group						
Broker, distributor.....	43.4	9.2	--	2.0	54.5	26.5	81.0
Sales agency.....	1.0	.6	--	--	1.6	7.2	8.7
Auction.....	--	--	--	--	--	5.5	5.5
Shipper.....	5.7	1.5	--	.5	7.7	1.2	8.9
Trucker, importer....	.1	.4	--	--	.5	.5	.9
Receiver, commission: merchant.....	4.0	5.0	--	--	9.0	32.2	41.2
Receiver-jobber, commission whole- saler.....	<u>1/</u>	.1	--	--	.2	2.0	2.2
Jobber, jobber (de- livery), secondary wholesaler, service: jobber.....	1.4	1.5	0.3	--	3.2	13.8	17.0
Truck jobber.....	<u>1/</u>	.1	<u>1/</u>	--	.2	3.8	4.0
Purveyor, receiver- purveyor.....	.1	--	--	.3	.4	2.8	3.2
Repacker, prepacker.....	.9	4.9	--	--	5.8	3.2	9.0
Total.....	56.6	23.3	.4	2.8	83.0	98.7	181.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 9.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Chicago wholesale produce market, 1958

1/ Less than 0.5 percent.

Table 12.--Number of employees, by type and size of firm, Chicago
wholesale produce market, 1958

Type of firm	All firms	Small firms:			Large firms
		<u>1/</u>	<u>1/</u>	<u>1/</u>	
	Firms	Employees	Employees	Employees	Employees
Receiver.....	31	348	34	127	187
Commission merchant....	30	412	31	59	322
Receiver-jobber.....	5	28	12	16	--
Service wholesaler, commission wholesaler..	5	41	6	35	--
Jobber.....	42	185	114	63	8
Jobber (delivery).....	50	415	219	179	17
Service jobber.....	9	97	25	43	29
Secondary wholesaler....	10	63	15	8	40
Purveyor, receiver-pur- veyor.....	32	185	90	80	15
Prepackager, repacker...	37	412	158	18	236
Truck jobber.....	90	147	147	--	--
Importer, itinerant- trucker.....	8	24	13	11	--
L.C.L. shipper, mixed load shipper.....	7	118	9	6	103
All wholesale handlers:	356	2,475	873	645	957
Selling broker, auction: representative.....	35	120	1	14	105
Buying broker.....	6	13	3	--	10
Sales agency.....	6	41	10	1	30
Carlot distributor.....	19	94	--	11	83
Terminal broker.....	6	11	--	3	8
Auction.....	1	85	--	--	85
All brokers and agen- cies.....	73	364	14	29	321
Chain.....	8	445	--	--	445
Grand total.....	437	3,284	887	674	1,723

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 10.--Extent of delivery services by Chicago wholesale produce handlers, 1958

Type of firm	Volume delivered as per--			Percentage of deliveries by--		
	: Percentage of firms providing delivery service	: Percentage of firms making deliveries of this type	: Firms making some deliveries	Firms' trucks	Hired trucks	Method unknown
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	79	52	58	73	13	14
Commission merchant...	60	45	48	74	25	1
Receiver-jobber.....	70	55	72	100	--	--
Service wholesaler, commission wholesaler.....	80	49	52	--	100	--
Jobber.....	10	2	9	100	--	--
Jobber (delivery)....	100	87	87	90	10	--
Service jobber.....	100	49	49	100	--	--
Secondary wholesaler..	54	47	71	84	16	--
Purveyor, receiver-purveyor.....	100	83	83	86	7	7
Prepackager, repacker:	72	14	15	33	60	7
L.C.L. shipper, mixed-load shipper.....	57	28	31	--	100	--
Importer, itinerant trucker.....	100	74	74	100	--	--
Truck jobber.....	100	99	99	100	--	--
All wholesale handlers	79	47	53	74	17	9

Table 11.--Volume and number of items prepackaged or repacked, by type of firm, Chicago wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Volume prepackaged	
	One item	Two items	Three or more items	Total	: or repacked
	Firms	Firms	Firms	Firms	Carlots
Receiver.....	6	--	--	6	309
Commission merchant....	4	--	--	4	500
Receiver-jobber.....	1	--	--	1	1/
Service wholesaler, commission wholesaler.	3	--	--	3	29
Jobber.....	--	4	--	4	12
Jobber (delivery)....	4	3	4	11	373
Service jobber.....	--	2	1	3	295
Secondary wholesaler...	1	--	--	1	1/
Purveyor, receiver-purveyor.....	2	--	--	2	1/
Prepackager, repacker..	33	2	2	37	8,271
L.C.L. shipper, mixed-load shipper.....	2	--	--	2	1/
All wholesale handlers.	56	11	7	74	9,902
Retail organization....	2	---	2	4	739
Total.....	58	11	9	78	10,641

1/ Withheld to avoid disclosure of individual operations.

Table 13.--Target margins, brokerage and commission rates, Chicago wholesale produce market, 1958

Type of firm	: Average target margin as percentage of sales price	: Average brokerage or commission rate as percentage of sales price	: Percentage of firms quoting a target margin	: Percentage of firms quoting commission rate
Receiver.....	9.9	10.1	28	44
Commission merchant..	13.0	10.3	27	77
Receiver-jobber.....	14.5	--	19	--
Service wholesaler, commission wholesaler.....	10.0	10.0	20	80
Jobber.....	12.4	10.0	59	5
Jobber (delivery)....	12.5	--	36	--
Service jobber.....	14.4	---	89	--
Secondary wholesaler..	10.3	10.0	39	19
Purveyor, receiver-purveyor.....	18.2	--	47	--
Prepackager, repacker:	18.6	10.0	32	6
Truck jobber.....	10.8	--	57	--
L.C.L. shipper, mixed-load shipper.....	9.6	13.0	67	43
Selling broker, auction representative..	--	10.0	--	13
:	:	:	:	:

Table 14.--Number of firms, by type, Chicago wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
:	:	:	:
:	Firms	Firms	Firms
Receiver.....	302	275	188
Jobber.....	126	86	106
Repackager, prepackager.....	4	8	13
Truck jobber.....	4	6	52
Trucker.....	--	--	5
Importer, exporter.....	4	2	--
Shipper, packer.....	30	23	39
All wholesale handlers.....	470	400	403
Broker.....	42	37	39
Buying broker.....	9	12	11
Distributor, sales agency.....	15	17	13
Auction.....	1	1	1
Brokers and agencies.....	67	67	64
All wholesalers.....	537	467	467
Chain.....	8	9	10
Wholesale grocer.....	2	9	3
Grand total.....	547	485	480
:	:	:	:

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 15.--Direct receipts and total sales, wholesale handlers, auction and retail organizations, Chicago wholesale produce market, 1936 and 1958

Type of receiver or seller :	1936	:	1958
	1958 rail carlots 1/		1958 rail carlots 1/
Direct receipts by:			
Wholesale handlers.....	50,656		54,407
Auction.....	11,550		5,381
Retail organizations.....	13,251		26,718
Total.....	75,457		86,506
Total sales by:			
Wholesale handlers.....	63,086		79,013
Auction.....	11,550		5,381
Retail organizations.....	16,160		34,915
Total.....	90,796		119,309

1/ Carlots of 30,286 pounds net weight.

Table 16.--Percentage of firms in business for specified periods, by type of firm, Chicago wholesale produce market, 1958

Type of firm	: 1-4	: 5-9	: 10-19	: 20-29	: 30-39	: 40-49	: 50-59	: 60 years or more	Total
	: years	: or more							
	Pct.	Pct.							
Receiver.....	6	10	28	16	16	18	6	--	100
Commission merchant..	10	--	10	9	31	23	10	7	100
Receiver-jobber.....	--	--	--	34	47	19	--	. --	100
Service wholesaler, : commission wholesaler:	--	20	--	60	20	--	--	--	100
Jobber.....	5	8	25	27	26	--	2	7	100
Jobber (delivery)....	2	17	21	32	18	--	2	8	100
Service jobber.....	--	--	--	36	11	22	31	--	100
Secondary wholesaler.:	--	19	19	--	10	19	23	10	100
Purveyor, receiver- purveyor.....	--	19	3	19	31	28	--	--	100
Prepackager, repacker:	6	24	26	17	22	5	--	--	100
Truck jobber.....	4	3	24	10	31	24	4	--	100
Importer, itinerant : trucker.....	--	--	--	47	--	53	--	--	100
L.C.L. shipper, mixed: load shipper.....	--	--	29	42	--	29	--	--	100
Selling broker, auc- tion representative.	16	13	29	5	21	8	3	5	100
Terminal broker.....	--	17	17	66	--	--	--	--	100
Buying broker.....	67	--	33	--	--	--	--	--	100
Sales agency.....	--	--	--	--	--	25	50	25	100
Carlot distributor...:	10	10	30	15	10	15	10	--	100
All wholesalers....:	6	10	21	18	22	15	5	3	100

Table 17.--Change in sales of wholesalers between 1948 and 1958, Chicago produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	Pct.	Pct.	Pct.	
Receiver.....	56	20	24	100
Commission merchant...	48	--	52	100
Receiver-jobber.....	53	--	47	100
Service wholesaler, commission whole- saler.....	100	--	--	100
Jobber.....	11	43	46	100
Jobber (delivery)....	31	32	37	100
Service jobber.....	65	23	12	100
Secondary wholesaler..	36	52	12	100
Purveyor, receiver- purveyor.....	15	54	31	100
Prepackager, repacker:	31	26	43	100
Truck jobber.....	24	18	58	100
Importer, itinerant- trucker.....	47	13	40	100
L.C.L. shipper, mixed load shipper..	33	17	50	100
Selling broker, auc- tion representative..	22	41	37	100
Terminal broker.....	20	20	60	100
Buying broker.....	--	100	--	100
Sales agency.....	67	--	33	100
Carlot distributor...:	6	25	69	100
All wholesalers....:	30	27	43	100

Table 18.--Number of firms by size and type, and percentage of volume handled by each size and type, Lincoln wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--					
	Number	Volume handled	by size			Small	Medium	Large			
			: Small : Medium : Large								
			: firms : firms : firms								
	Firms	Carlots	Firms	Firms	Firms	Pct.	Pct.	Pct.			
Receiver-jobber.....	3	243	3	--	--	100	--	--			
Service wholesaler..:	2	--	1	--	1	11	--	89			
Receiver-purveyor...:	1	--	1	--	--	100	--	--			
All wholesalers....:	6	1,275	5	--	1	33	--	67			
Voluntary group.....	1	2/	--	--	1	--	--	100			
Grand total 3/.....:	7	2/	5	--	2	2/	--	2/			

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Withheld to avoid disclosure of individual firm's operations. 3/ All firms handled a complete line of produce.

Table 19.--Lincoln produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Service wholesaler	Total Lincoln firms owned or controlled by outside firms
:		
:	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	1	1
:		

Table 20.--Purchases from outside the market, by class of firm, Lincoln wholesale produce market, 1958

Class of buyer	Direct from	Through sales agencies:	Other	Local markets	Total growers: 1/ :
	shipping point: or port of entry	and brokers and importers in other cities	terminal		
:					
:	1,000	1,000	1,000	<u>carlots</u>	<u>carlots</u>
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Receiver-jobber, service wholesaler, purveyor.....	0.9	0.3	--	--	1.3
Chain.....	<u>3/</u>	<u>3/</u>	--	--	<u>3/</u>
Retailer, processor.....	--	--	.3	<u>2/</u>	<u>.4</u>
Grand total.....	<u>3/</u>	<u>3/</u>	.3	<u>2/</u>	<u>3/</u>
:					

1/ Nothing bypassing the Lincoln market.

2/ Less than 50 carlots.

3/ Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 21.--Wholesalers' sales to retail outlets, by class of firm, Lincoln wholesale produce market, 1958

Class of seller	Type of retail outlet		Total
	Retail store	Eating place, institution, military	
	peddler		
:			
:	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Receiver-jobber, service wholesaler, purveyor.....	0.6	0.2	0.8
:			

Table 22.--Wholesalers' out-of-town sales and total sales, by class of firm,
Lincoln wholesale produce market, 1958

Class of seller	Type of out-of-town buyer			Total out-	Sales:	Total sales
	Eating place,	Wholesaler	Retailer	of-town sales	in the market:	
		institution, military				
:	1,000	1,000	1,000	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Receiver-jobber, service wholesaler, purveyor.....:	1/	0.4	0.1	0.5	0.7	1.3
:						

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 23.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Lincoln wholesale produce market, 1958

Type of firm	Direct by	Through	Through own	Total
	phone or wire	trucker buyer	salaried buyer	
:				
:	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
All wholesale handlers.....:	6	7	87	100
:				

Table 24.--Extent of delivery service by Lincoln wholesale produce handlers, 1958

Type of firm	Percentage of	Volume delivered as per-	Percentage of
	firms providing	<u>centage of sales of--</u>	<u>deliveries by--</u>
:			
:	delivery	All firms: Firms making:	Firms': Hired : Other
:	service	of this : some	: trucks: trucks: methods
:		type : deliveries :	
:			
:	<u>Percent</u>	<u>Percent</u>	<u>Percent</u> <u>Percent</u> <u>Percent</u>
Receiver-jobber.....:	100	100	79 -- 21
Service wholesaler..:	100	100	100 -- --
Receiver-purveyor...:	100	95	-- 100 --
Wholesale handlers..:	100	99	91 5 4
:			

Table 25.--Volume and number of items prepackaged or repacked, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Total Firms	Volume prepackaged or repacked
	Two items	Three items	Four items		
	Firms	Firms	Firms		
Receiver-jobber.....	1	--	1	2	1/
Service wholesaler.....	--	1	1	2	1/
Total.....	1	1	2	4	133

1/ Withheld to avoid disclosure of operation of individual firms.

Table 26.--Number of employees, by type and size of firm, Lincoln wholesale
produce market, 1958

Type of firm	Size of firm, by 1958 sales volume				
	All firms	Less than 200 carlots	200 to 499 carlots	500 or more carlots	
	Firms	Employees	Employees	Employees	Employees
Receiver-jobber.....	2	9	9	--	--
Service wholesaler.....	2	37	7	--	30
Receiver-purveyor.....	1	2	2	--	--
Grand total.....	5	48	18	--	30

Table 27.--Target margins, by type of firm, Lincoln wholesale produce
market, 1958

Type of firm	Average target margin	Percentage of firms
	as percentage of sales price	quoting a target margin
	Percent	Percent
All wholesale handlers.....	12.2	67

Table 28.--Number of firms, by type, Lincoln wholesale produce market,
1939, 1948 and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	6	4	3
Jobber.....	0	0	1
Truck jobber.....	1	5	2
All wholesalers.....	7	9	6
Chain.....	4	3	2
Wholesale grocer.....	1	1	0
Grand total.....	12	13	8

Table 29.--Percentage of firms in business for specified periods, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	1 to 4 years	10 to 19 years	20 to 29 years	Total
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Service wholesaler.....	50	--	50	100
Receiver-purveyor.....	--	100	--	100
Receiver-jobber.....	50	100	--	100
All wholesalers.....	20	60	20	100

Table 30.--Change in sales volume between 1948 and 1958, by type of firm,
Lincoln wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales		
	Increased 10 percent or more	Decreased 10 percent or more	Total
	<u>Percent</u>	<u>Percent</u>	
All wholesalers.....	50	50	100

Table 31. --Number of firms and volume handled, by market area and type of firm, Los Angeles wholesale produce market, 1958

Type of firm	North and East of 7th Street Market						South and West of 7th Street Market						Other Los Angeles areas						Suburbs					
	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms	Firms
Receiver, commission merchant.....	52	30	45,873	5	--	--	4/	8	3	4,593	40	26	31,348	2	2	4/	--	--	--	--	--	--	--	750
Receiver-jobber, commission wholesaler.....	12	--	2,930	--	--	--	4	1	1,300	10	2	2,350	5	--	165	3	--	--	--	--	--	--	--	
Service jobber, secondary wholesaler.....	--	--	--	4	--	1,100	--	--	--	675	17	--	1,170	--	--	--	--	--	--	--	--	--	--	
Jobber.....	19	1	2,307	--	--	--	3	--	478	7	1	4/	7	--	580	6	1	2,780	1	1,274	--	--	--	
Jobber (delivery).....	9	--	566	1	1	4/	--	--	--	--	25	--	1,850	41	--	--	--	--	--	--	--	--	--	
Truck jobber.....	--	--	--	--	--	--	270	3	--	4/	12	1	2,397	6	--	1,510	28	--	--	--	--	--	4/	
Purveyor, receiver-purveyor, re-packager, re-packer.....	--	--	3	--	--	--	--	--	--	--	2	2	4/	--	5	--	1,000	7	1	1,400	--	--	--	
Importer, exporter.....	10	1	2,450	--	--	--	4,525	--	--	--	13	1	3,873	6	--	--	--	--	--	--	--	30	2	4/
Buying broker.....	1	1	4/	8	3	4/	--	--	--	3	--	1,000	3	--	750	--	--	--	--	--	--	--	--	
Buying office.....	2	--	4/	2	2	1,825	--	--	2	2	4/	--	--	4	3	4/	--	--	--	--	--	--	--	
Packer-shipper.....	4	2	3,100	5	2	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
Selling broker, terminal broker, carlot distributor.....	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	
All wholesalers.....	139	57	89,304	42	11	17,446	27	6	8,620	110	34	48,913	69	9	23,821	87	4	11,010	--	--	--	--	--	
Chain.....	1	1	4/	1	1	4/	--	--	--	--	--	12	12	4/	--	--	--	--	--	--	--	--	--	
Grand total....	140	58	4/	43	12	4/	27	6	8,620	110	34	48,913	81	21	4/	87	4	11,010	--	--	--	--	--	

11/ "Large" firms are those selling 500 or more carlots.

2/ East of Alameda.

3/ Includes Central Market.
4/ Withheld to avoid disclosure of individual firm's operations.

Table 32.--Number of firms by size and type, and percentage of volume handled by each size and type, Los Angeles wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by--		
	Volume handled		Number:	Small	Medium	Large	Small	Medium	Large
	Quantity	total market	Percent of	Firms	Firms	Firms	firms	firms	firms
	Firms	Carlots	Pct.	Firms	Firms	Firms	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	66	48,692	19	7	30	29	1	21	78
Commission merchant	41	34,705	14	3	6	32	1	5	94
Receiver-jobber....	34	7,495	3	15	16	3	15	64	21
Subtotal.....	141	90,892	36	25	52	64	2	18	80
Secondary handlers:									
Jobber.....	39	4,152	2	35	3	1	68	3/	3/
Jobber (delivery)...	33	6,812	3	27	3	3	28	11	61
Service jobber.....	4	1,100	2/	--	4	--	--	100	--
Truck jobber.....	66	3,124	1	66	--	--	100	--	--
Purveyor.....	45	6,445	3	32	12	1	41	3/	3/
Receiver-purveyor..	5	962	2/	2	3	--	3/	2/	--
Prepackager, re- packer.....	22	4,850	2	15	5	2	15	3/	3/
Subtotal.....	214	27,445	11	177	30	7	42	27	31
Others:									
Mixed load shipper	5	5,050	2	--	--	5	--	--	100
Packer-shipper.....	6	5,125	2	--	2	4	--	3/	3/
Importer.....	1	2,475	1	{--	--	1	--	--	100
Commission importer	5			5	--	--	100	--	--
Subtotal.....	17	12,650	5	5	2	10	5	3/	3/
All wholesale handlers:	372	130,987	52	207	84	81	11	19	70
Brokers and distri- butor:									
Selling broker.....	36	29,315	12	8	8	20	4	12	84
Terminal broker....	12	5,443	2	--	9	3	--	52	48
Carlot distributor..	10	8,125	3	3	1	6	6	3/	3/
Sales agencies:									
Cooperative.....	3	11,316	5	{--	1	2	--	14	86
Importer's.....	1			{--	--	1	--	--	100
Others:									
Buying broker.....	25	7,253	3	9	13	3	5	57	38
Buying office.....	15	6,675	3	3	8	4	7	35	58
All brokers and agencies.....	102	68,127	28	23	40	39	6	46	48
Chains:									
National chain.....	2	12,331	5	{--	--	2	--	--	100
Regional chain.....	2			{--	--	2	--	--	100
Local chain:									
with warehouse....	10	31,757	13	--	--	10	--	--	100
without warehouse.	26	6,500	3	7	19	--	16	84	--
All retail organiza- tions.....	40	50,588	20	7	19	14	2	11	87
Grand total.....	514	249,702	100	237	143	134	7	17	76

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more. 2/ Less than 0.5 percent. 3/ Withheld to avoid disclosure of information concerning individual firms.

Table 33.--Degree of specialization of wholesalers, by type of firm, Los Angeles wholesale produce market, 1958

Type of firm	Percent of each type of firm							
	Firms handling complete line of produce				Firms specializing in--			
	No specialization	Some specialization	Plus other types of food	Several classes	One class of commodities	A single commodity	of different commodities	Several classes
	:	:	:	:	:	:	:	:
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Primary handlers:								
Receiver.....	14	--	--	30	40	12	4	
Commission merchant	24	14	--	21	22	10	9	
Receiver-jobber....	--	--	4	15	54	--	27	
All primary handlers.....	13	4	1	24	38	9	11	
Secondary handlers:								
Jobber.....	16	--	--	--	45	39	--	
Jobber (delivery)...	64	--	--	--	--	9	27	
Service jobber.....	100	--	--	--	--	--	--	
Truck jobber.....	100	--	--	--	--	--	--	
Purveyor.....	41	--	47	12	--	--	--	
Receiver-purveyor...	54	--	--	--	--	--	46	
Prepackager, re-packer.....	--	--	--	5	72	23	--	
All secondary handlers.....	55	--	10	3	16	11	5	
Others:								
Mixed load shipper.	19	--	--	62	--	--	19	
Packer-shipper.....	17	--	--	--	50	33	--	
Importer, commission importer.....	--	--	--	--	100	--	--	
All "others".....	12	--	--	19	52	12	5	
All wholesale handlers	37	2	6	11	26	10	8	
Brokers and agencies:								
Selling broker....	--	--	--	52	38	10	--	
Terminal broker....	42	--	--	17	--	28	13	
Carlot distributor....	10	--	--	30	30	30	--	
Sales agency.....	--	--	--	--	75	25	--	
Buying broker.....	64	--	--	--	36	--	--	
Buying office.....	100	--	--	--	--	--	--	
All brokers and agencies.....	36	--	--	24	28	11	1	
All wholesalers....	37	1	5	14	27	10	6	

Percent of sales of each group by firms carrying a complete line:

Wholesale handlers (except importers)	37 percent
Brokers and agencies	23
All wholesalers	32

Table 34.--Los Angeles wholesale produce firms owning or controlling other firms
in the produce business, 1958 1/

Type of firm owned or controlled	Primary handler	Other wholesale handler	Broker and distributor	Total firms owning or controlling others
	Firms	Firms	Firms	Firms
Packinghouse or shipping firm.	13	2	5	20
Farm.....	12	2	--	14
In this market:				
Another wholesale firm.....	2	3	--	5
In other markets:				
Another wholesale firm.....	--	2	2	4
Other.....	1			1
Total.....	28	9	7	44

1/ Including ownership or control by principals of firm.

Table 35.--Los Angeles produce firms owned or controlled by firms outside this market,
1958

Type of out- side firm	Selling: Receiver	Cooperative: broker	Carlot sales agency	Buying: distributor	Packer- office: shipper:	Total Los Angeles firms owned or controlled by outside firms	
	Firms	Firms	Firms	Firms	Firms	Firms	
Multi-unit firm.....	1	--	3	--	3	1	8
Wholesaler...	--	--	--	--	2	--	3
Chainstore...	--	1	--	1	--	--	1
Total.....	1	1	3	1	5	1	12

Table 36.--Purchases from outside the market, by class of firm, Los Angeles wholesale produce market, 1958

Class of buyer	Through sales:			From			Imports			From			Total			Volume bypassing		
	Direct entry	From shipping point	agencies or port of entry	Local brokers in other cities	growers	truckers	Total market	Los Angeles market	Los Angeles market	carlots	carlots	carlots	carlots	carlots	carlots	carlots	Volume passing through the market	
: Broker, distributor.....	1,000 carlots	1,000 carlots		1,000 carlots	1,000 carlots		1,000 carlots	1,000 carlots		1,000 carlots	1,000 carlots		1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots		
: Sales agency.....	40.3	--		1.1	--		--			41.4	--		8.8	--		32.6		
: Shipper, buying broker	2.2	--		--	10.0	--	--			12.3	--		9.1	--		12.1		
: buying office.....	3.5	--		4.6	--		--			8.1	--		2.0	--		6.1		
: Receiver, commission	56.3	.1		12.1	.2		.1/			68.9	.2		.9	--		67.9		
: merchant.....	2.6	--		2.0	--		.2			4.9	--		--	--		4.9		
: Receiver-jobber.....	.3	--		.3	--		.1/			1.3	--		--	--		1.3		
: Jobber, jobber (delivery), service jobber.....	--	.7	--	--	--		--			--	--		--	--		--		
: Truck jobber.....	.3	--		.1/	--		--			.4	--		--	--		.4		
: Purveyor, receiver-purveyor.....	1.9	--		.8	--		--			2.7	--		--	--		2.7		
: Repacker, repackager.....	1.0	--		--	1.5	--	2.5	--		--	--		--	--		2.5		
: Importer, commission importer.....	108.6	.8		21.0	11.7	.3	142.4			11.9	--		130.5	--				
All wholesalers.....																		
Chain.....	8.9	--		3.6	--		--			12.6	--		--			12.6		
Retailer, processor, eating place.....	--	--		2.0	--		--			2.0	--		--			2.0		
Grand total.....	117.5	.8		26.7	11.7	.3	157.0			11.9	--					145.1		

^{1/} Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 37.--Wholesalers' sales to other Los Angeles wholesalers, by class of firm, Los Angeles wholesale produce market, 1958

Class of seller	Type of wholesale buyer					
	Broker, distributor	Shipper, buying broker	Receiver, buying office	Jobber, jobber of commission	Receiver-(delivery), service jobber	Purveyor, Truck; receiver- service jobber jobber
Broker, distributor.....	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Sales agency.....	0.2 1/	0.3 .2	10.8 1.6	0.7 .4	1.1 4.4	0.4 --
Shipper, buying broker; buying office.....	--	.2	.5	.8	.2	--
Receiver, commission merchant.....	1.3	13.2	.9	.6	3.9	2.5
Receiver-jobber.....	--	.3	--	.1	.2	.1
Jobber, jobber (deliv- ery), service jobber.....	--	.2	--	--	.2	.1
Repacker, prepackager; Importer, commission importer.....	--	1.0	.3	--	.5	--
Total.....	1.5	16.0	14.5	2.6	10.7	3.1
						7.0
						2.1
						57.6

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 38.--Wholesalers' sales to retail outlets by class of firm, Los Angeles wholesale produce market, 1958

Class of seller	Type of retail outlet					Total
	Chain	Retail store, peddler	Processor, consumer	Eating place, institution, military		
	carlots	carlots	carlots	carlots	carlots	
:	:	:	:	:	:	:
Broker, distributor....	4.1	--	1.3	0.1	5.6	
Sales agency.....	1.1	--	--	--	1.1	
Shipper, buying broker; buying office.....	--	1.9	--	1/	2.0	
Receiver, commission merchant.....	27.4	11.7	.9	1.6	41.7	
Receiver-jobber.....	.7	4.9	.1	.6	6.3	
Jobber, jobber (deliv- ery), service jobber..	2.0	7.1	1/	1.1	10.2	
Truck jobber.....	--	2.5	--	.6	3.1	
Purveyor, receiver- purveyor.....	1/	.3	--	6.9	7.2	
Repacker, prepackager.	1.6	.9	.5	--	3.0	
Importer, commission importer.....	.9	.2	--	--	1.1	
Total.....	38.0	29.6	2.8	11.0	81.4	
:	:	:	:	:	:	:

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 39.--Wholesalers' out-of-town sales and total sales, by class of firm,
Los Angeles wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Total	Sales	Total sales in the market
	Chain, voluntary		Eating place,	out-of-town	sales		
	Wholesaler or cooperative group	Retailer outlet	institutional	sales			
:	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor..	21.1	0.9	--	--	22.0	20.9	42.9
Sales agency.....	4.1	.4	--	--	4.5	7.7	12.3
Shipper, buying broker, buying office.....	17.3	3.0	--	--	20.4	3.7	24.1
Receiver, commission merchant.....	2.8	9.5	--	--	12.2	71.2	83.4
Receiver-jobber.....	.2	1/	--	--	.3	7.2	7.5
Jobber, jobber (delivery), service jobber.....	.2	1.0	.2	--	1.3	10.7	12.1
Truck jobber.....	--	--	--	--	--	3.1	3.1
Purveyor, receiver-purveyor.....	.1	1/	--	.1	.2	7.2	7.4
Repacker, prepackager.....	.2	--	--	--	.2	4.7	4.9
Importer, commission importer.....	--	--	--	--	--	2.5	2.5
Total.....	46.0	14.8	.2	.1	61.0	139.0	200.1
:							

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 40.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase,
Los Angeles wholesale produce market, 1958

Type of firm	Direct: Through by shipping:			Through Own point: or buying wire:			On joint: Own account: Packer: buyer: broker:			As broker: with agent: shipper: buyer: broker:			Own or affiliated: farm selling: : broker:			Through Personal contact: agent: shipper: buyer: broker:		
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	
Receiver, commission merchant.....	49	17	4	2	6	1/	1	3	4	14	100							
Receiver-jobber.....	1	86	--	--	--	--	--	--	--	13	100							
Jobber (delivery).....	85	8	--	--	--	--	7	--	--	--	--							
Purveyor, receiver- purveyor.....	--	45	--	--	--	--	12	--	--	--	--							
Repacker, prepackager:	--	100	--	--	--	--	--	--	--	--	--							
Importer, commission importer, mixed load; shipper.....	3	79	--	--	3	--	15	--	--	--	--						100	
All wholesale handlers.....	44	27	3	1	5	1/	1	3	3	13	100							

1/ Less than 0.5 percent.

Table 41.--Extent of delivery services by Los Angeles wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service		Volume delivered as percentage of sales of this type		Percentage of deliveries by delivery type	
	All firms	Firms making some deliveries	Firms' trucks	Hired trucks	Method unknown	Method unknown
Receiver, commission merchant.....	97	77	78	90	10	--
Receiver-jobber.....	81	55	60	87	--	13
Jobber.....	16	14	34	100	--	--
Jobber (delivery)....	100	94	94	100	--	<u>1/</u>
Service jobber.....	100	100	100	100	--	--
Truck jobber.....	100	100	100	100	--	--
Purveyor, receiver-purveyor.....	91	100	100	92	--	8
Repacker, prepackager.....	100	100	84	81	19	<u>1/</u>
Importer, mixed load:						
Shipper.....	50	27	44	90	6	4
Packer-shipper.....	58	25	44	68	32	<u>1/</u>
All wholesale handlers.....	87	72	77	91	2	7

1/ Less than 0.5 percent.

Table 42.--Volume and number of items prepackaged or repacked, by type of firm, Los Angeles wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--					Total	Volume prepackaged or repacked
	One item	Two items	Three items	Five or more items			
	Firms	Firms	Firms	Firms	Firms		
Receiver, commission merchant.....	6	1	--	--	--	7	1,804
Receiver-jobber.....	3	--	--	--	--	3	<u>1/</u>
Purveyor, receiver-purveyor.....	1	--	--	--	--	1	<u>1/</u>
Repacker, prepackager...:	6	9	6	1	22	22	3,385
All wholesale handlers:	16	10	6	1	33	33	5,345
Chain.....	1	--	1	1	<u>2/ 4</u>	2/ 4	3,011
Total.....	17	10	7	2	<u>2/37</u>	2/37	8,356

1/ Withheld to avoid disclosure of individual operations.2/ Includes one firm prepackaging an unknown number of items.

Table 43.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Los Angeles, 1958

Type of firm	Number of days credit offered							Total
	0	1-2	7	10	14	30	Variable	
	Firms	Firms	Firms	Firms	Firms	Firms	Firms	
Receiver, commission merchant.....	7	3	40	32	6	4	--	92
Receiver-jobber.....	2	2	3	18	4	--	--	29
Jobber.....	--	13	10	5	11	--	--	39
Jobber (delivery).....	--	8	1	4	6	--	--	19
Truck jobber.....	--	35	8	--	--	6	--	49
Purveyor, receiver-purveyor.....	--	3	3	3	3	14	1	27
Repacker, prepackager.....	--	--	14	8	--	--	--	22
Importer, mixed load shipper.....	--	--	3	1	2	--	--	6
Packer-shipper.....	2	--	2	--	--	2	--	6
All wholesale handlers.....	11	64	84	71	32	26	1	289

Table 44.--Number of employees, by type and size of firm, Los Angeles
wholesale produce market, 1958

Type of firm	All firms	Small firms 1/	Medium firms 1/	Large firms 1/
	Firms	Employees	Employees	Employees
Receiver, commission merchant.....	107	1,768	44	260
Receiver-jobber.....	34	450	273	142
Jobber.....	39	139	95	24
Jobber (delivery).....	33	288	112	31
Service jobber.....	4	40	--	40
Truck jobber.....	66	88	88	--
Purveyor, receiver-purveyor.....	51	366	179	152
Repacker, prepackager.....	22	568	252	190
Importer, commission importer.....	6	19	10	--
Mixed load shipper.....	5	56	--	--
Packer-shipper.....	6	172	--	75
All wholesale handlers.....	373	3,954	1,053	914
Buying broker.....	25	38	9	21
Buying office.....	15	36	3	12
Selling broker, terminal broker.....	47	115	16	33
Carlot distributor.....	10	40	6	2
All brokers and agencies.....	97	229	34	68
Chain.....	13	445	--	--
Grand total.....	483	4,628	1,087	982
				2,559

1/ Small firms sell less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 45.--Target margins, brokerage and commission rates, Los Angeles wholesale produce market, 1958

Type of firm	:Average tar- :get margin as: :percentage of: :	Average brokerage or commission rate Amount per sales price :	:Percentage of firms quoting Percentage of a target sales price :	:Percentage of firms quoting :brokerage or margin :commission rate Percent Percent Percent Percent
	: Percent	Cents	Percent	Percent
Receiver, commis- sion merchant....:	11.2	--	13.2	54 52
Receiver-jobber....:	14.7	--	15.0	62 19
Jobber.....:	14.6	--	--	85 --
Jobber (delivery)..:	14.2	--	--	73 --
Service jobber....:	15.0	--	--	100 --
Truck jobber.....:	11.4	--	--	100 --
Purveyor, receiver- purveyor.....:	17.9	--	--	86 --
Repacker, pre- packager.....:	--	--	--	-- --
Packer-shipper....:	9.1	--	--	50 --
Selling broker....:	--	9.3	10.0	-- 75
Terminal broker....:	--	10.0	10.0	-- 64
Carlot distributor:	--	10.0	--	-- 45
Buying broker.....:	--	10.0	4.2	-- 60
:				

Table 46.--Number of firms, by type, Los Angeles wholesale produce market, 1939, 1948, and 1958

Class of firm	: 1939	: 1948	: 1958
	: Firms	Firms	Firms
Receiver, receiver-jobber....:	151	116	101
Jobber.....:	27	39	69
Repacker, prep packager.....:	--	1	10
Truck jobber.....:	--	1	5
Trucker.....:	--	--	3
Importer, exporter.....:	3	2	1
Shipper, packer.....:	50	73	71
All wholesale handlers.....:	231	232	260
Broker.....:	25	20	51
Buying broker.....:	31	15	25
Distributor, sales agency.....:	6	12	5
Brokers and agencies.....:	62	47	81
All wholesalers.....:	293	279	341
Chain.....:	6	6	21
Wholesale grocer.....:	--	4	1
Grand total.....:	299	289	363

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 47.--Direct receipts and total sales, wholesale handlers and chains,
Los Angeles wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots 1/</u>	
Direct receipts by:		
Wholesale handlers.....	54,993	92,621
Chains.....	3,341	15,504
Total.....	58,334	108,125
Total sales by:		
Wholesale handlers.....	60,434	122,389
Chains.....	5,372	43,869
Total.....	65,806	166,258

1/ Carlots of 30,286 pounds net weight.

Table 48.--Percentage of firms in business for specified periods by type of firm,
Los Angeles wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
Receiver, commission :									
merchant.....	2	9	41	16	22	6	2	2	100
Receiver-jobber.....	9	19	50	9	13	--	--	--	100
Jobber.....	--	48	26	16	10	--	--	--	100
Jobber (delivery).....	--	31	60	--	3	--	3	3	100
Service jobber.....	--	--	100	--	--	--	--	--	100
Truck jobber.....	--	48	52	--	--	--	--	--	100
Purveyor, receiver- :									
purveyor.....	--	24	37	24	6	6	3	--	100
Repacker, prepackager:	--	--	95	5	--	--	--	--	100
Importer, mixed load :									
shipper.....	18	53	9	--	20	--	--	--	100
Packer-shipper.....	33	25	--	25	--	17	--	--	100
Buying broker.....	--	55	45	--	--	--	--	--	100
Buying office.....	--	45	7	26	15	--	7	--	100
Selling broker,									
terminal broker.....	4	45	21	15	10	3	--	2	100
Carlot distributor....	30	10	40	10	10	--	--	--	100
All wholesalers....	3	30	42	11	10	2	1	1	100

Table 49.--Change in sales of wholesalers between 1948 and 1958,
Los Angeles produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales:			
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	Percent	Percent	Percent	Percent
Receiver, commission:				
merchant.....:	56	23	21	100
Receiver-jobber.....:	58	20	22	100
Jobber.....:	15	32	53	100
Jobber (delivery)....:	54	46	--	100
Service jobber.....:	100	--	--	100
Truck jobber.....:	--	100	--	100
Purveyor, receiver-:				
purveyor.....:	55	39	6	100
Repacker, prepackager	91	9	--	100
Importer, mixed load:				
shipper.....:	100	--	--	100
Packer-shipper.....:	100	--	--	100
Buying broker.....:	26	18	56	100
Buying office.....:	35	24	41	100
Selling broker,				
terminal broker....:	31	27	42	100
Carlot distributor..:	17	50	33	100
All wholesalers...:	47	34	19	100

Table 50.--Number of firms and volume handled, by market area and type of firm,
Louisville wholesale produce market, 1959

Type of firm	Louisville produce : terminal			Haymarket			Other Louisville		
	Firms	Volume	Firms	Volume	Firms	Volume	Firms	Volume	Firms
	Total	Large	Total	Large	Total	Large	Total	Large	Total
	Firms	Firms	Carlots	Firms	Firms	Carlots	Firms	Firms	Carlots
Primary handlers:									
Receiver.....	8	3	1/	1	--	1/	--	--	--
Receiver-jobber, service whole- saler.....	4	--	1,017	3	1	1,116	--	--	--
Subtotal.....	12	3	1/	4	1	1/	--	--	--
Secondary handlers:									
Jobber, purveyor.	2	--	1/	8	--	1/	--	--	--
Truck jobber.....	33	--	2,555	--	--	--	--	--	--
Prepackager, re- packer.....	3	1	1,437	--	--	--	--	--	--
Subtotal.....	38	1	4,426	8	--	1/	--	--	--
All wholesale handlers.....	50	4	9,762	12	1	1,519	--	--	--
Brokers and agencies									
Selling broker...	2	2	1/	--	--	--	--	--	--
Distributor.....	1	1	1/	--	--	--	--	--	--
Cooperative sales agency.....	1	--	1/	--	--	--	--	--	--
All brokers and agencies.....	4	3	3,121	--	--	--	--	--	--
All wholesalers....	54	7	12,883	12	1	1,519	--	--	--
Chains:									
National chain...	--	--	--	--	--	--	2	2	1/
Regional chain...	--	--	--	--	--	--	1	1	1/
Local chain without warehouse:	--	--	--	--	--	--	1	--	1/
All retail organi- zations.....	--	--	--	--	--	--	4	3	5,920

1/ Withheld to avoid disclosure of individual operations.

Table 51.--Number of firms by size and type, and percentage of volume handled by each size and type, Louisville wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by--		
	Volume handled		Percentage of total market:	Small	Medium	Large	Small firms	Medium firms	Large firms
	Number	Quantity							
<hr/>									
Primary handlers:									
Receiver.....	9	4,480	22	4	2	3	2/	1/	75
Receiver-jobber..	0				2	1	16	33	51
Service wholesaler.....	1	2,133	11	3	1			100	
Subtotal.....	16	6,613	33	7	5	4	11	24	65
Secondary handlers:									
Jobber.....	9	676	3	8	1		39	61	
Purveyor.....	1			1			100		
Truck jobber....	33	2,555	12	33			100		
Prepackager-repacker.....	3	1,437	7	1	1	1	2/	2/	2/
Subtotal.....	46	4,668	22	43	2	1	62	13	25
All wholesale handlers.....	62	11,281	55	50	7	5	26	15	59
Brokers and agencies:									
Selling broker...	2	2/	2/				2		100
Distributor.....	1	2/	2/				1		100
Cooperative sales agency.....	1	2/	2/	1			100		
All brokers and agencies.....	4	3,121	16	1		3	2/	2/	
All wholesalers....	66	14,402	71	51	7	8	2/	15	2/
Chains:									
National chain...	2	2/	2/				2		100
Regional chain...	1	2/	2/				1		100
Local chain:									
without warehouse.....	1	2/	2/	1			100		
All retail organizations.....	4	5,920	29	1		3	2/	2/	
Grand total....	70	20,322	100	52	7	11	19	11	70

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of individual operations.

Table 52.--Degree of specialization of wholesalers, by type of firm,
Louisville wholesale produce markets, 1959

Type of firm	Percent of each type of firm					
	Firms handling complete line of produce		Firms specializing in--			
	No specialization	Some specialization	Several commodity classes	One class of commodities	A single commodity	Several different classes
	:	:	:	:	:	:
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Primary handlers:						
Receiver..	22	--	22	34	--	22
Receiver-jobber....	83	17	--	--	--	--
Service wholesaler..	100	--	--	--	--	--
All primary handlers..	51	6	12	19	--	12
Secondary handlers:						
Jobber.....	89	--	--	--	11	--
Truck jobber....	100	--	--	--	--	--
Purveyor..	100	--	--	--	--	--
Prepackager repacker..	--	--	--	--	33	67
All secondary handlers.....	92	--	--	--	4	4
All wholesale handlers:	81	2	3	5	3	6
Brokers and agencies:						
Selling broker....	50	50	--	--	--	--
Distribution.....	100	--	--	--	--	--
Cooperative sales agency....	--	--	--	100	--	--
All brokers and agencies:	50	25	--	25	--	--
All wholesale dealers.....	79	3	3	6	3	6

Table 53.--Louisville wholesale produce firms owning or controlling other firms
in the produce business, 1959 1/

Type of firm owned or controlled	Receiver	Distributor	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Farm.....	1	--	1
In this market:			
Prepackager.....	--	1	1
Total.....	1	1	2

1/ Including ownership or control by principals of firm.

Table 54.--Louisville produce firms owned or controlled by firms outside the market,
1958

Type of outside firm owning or controlling	Receiver	Prepackager	Sales agency	Total Louisville firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	--	--	1	1
Another wholesaler in other market.....	1	--	--	1
Another wholesaler in this market.....	--	1	--	1
Total.....	1	1	1	3

Table 55.--Purchases from outside the market, by class of firm,
Louisville wholesale produce market, 1959

Class of buyer	Direct from shipping point	Through sales agencies, brokers, or port of entry	Other and importers in other cities	Local terminal	Total growers markets	bypassing the market	Volume : through the Louisville market	Volume
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Broker, distributor,: sales agency.....	3.2	--	--	--	3.2	0.3	2.9	
Receiver.....	3.2	--	--	.1	3.3	--	3.3	
Receiver-jobber, service wholesaler:	.7	.3	.1	.1	1.3	--	1.3	
Jobber, purveyor....		.4	--	<u>1</u> /	.4	--	.4	
Repacker, prepacker.....	.7	.1	--	<u>1</u> /	.9	--	.9	
All wholesalers...:	7.8	.8	.1	.3	9.0	.3	8.7	
Chain.....	3.4	.5	.1	.2	4.3	--	4.3	
Retailer, processor,: eating place.....	.7	--	--	.2	.8	--	.8	
Grand total....:	11.9	1.4	.2	.7	14.1	.3	13.8	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 56.--Wholesalers' sales to other Louisville wholesalers, by class of firm,
Louisville wholesale produce market, 1959

Class of buyer	: Receiver	: Receiver-jobber, service wholesaler	: Jobber purveyor	: Truck jobber	: Repacker, prepackager	: Total
:	:	:	:	:	:	:
:	1,000	1,000	1,000	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker, distributor, sales agency.....	1.1	0.7	0.1	0.5	0.2	2.5
Receiver, commission merchant.....	.1	.1	<u>1/</u>	1.7	--	2.0
Receiver-jobber, service wholesaler.....	--	--	.1	.1	--	.3
Jobber, purveyor.....	--	--	--	.1	--	.1
Repacker, prepackager....	--	.1	<u>1/</u>	.1	--	.2
:						
Total.....	1.2	.9	.2	2.6	.2	5.1
:						

1/ Less than 50 carlots,

Figures may not add exactly to the total because of rounding.

Table 57.--Wholesalers' sales to retail outlets, by class of firm,
Louisville wholesale produce market, 1959

Class of seller	Type of retail outlet					Total
	Retail		Processor,	Eating place,		
	Chain	store,	: consumer	institution,	military	
:	1,000	1,000	1,000	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker, distributor, sales agency.....	0.3	--	--	--	--	0.3
Receiver.....	.6	.5	--	.2	.2	1.4
Receiver-jobber, service wholesaler.....	.1	.7	--	.4	.4	1.1
Jobber, purveyor.....	<u>1/</u>	.2	--	<u>1/</u>	<u>1/</u>	.3
Truck jobber.....		1.9	--	.2	.2	2.1
Repacker, prepackager.....	.6	<u>1/</u>	--	<u>1/</u>	<u>1/</u>	.7
Total.....	1.6	3.3	<u>1/</u>	.9	.9	5.8
:						

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 58.--Wholesalers' out-of-town sales and total sales, by class of firm,
Louisville wholesale produce market, 1959

Class of seller	Type of out-of-town buyer			Total out-of-town sales	Sales in the market	Total sales
	:Chain, voluntary:		Total			
	Wholesaler or cooperative	Retailers: group	out-of-town sales			
:	1,000	1,000	1,000	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker, distributor, sales agency.....	0.2	--	--	0.2	3.0	3.2
Receiver, merchant...	.5	0.6	--	1.1	3.4	4.5
Receiver jobber, service wholesaler..	.2	.6	--	.8	1.3	2.1
Jobber, purveyor....	.3	<u>1/</u>	--	.3	.4	.7
Truck jobber.....	--		0.5	.5	2.1	2.6
Repacker, prepackager:	.1	.2		.2	.9	1.1
Total.....	1.3	1.4	.5	3.2	10.9	14.1
:						

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 59.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase, Louisville wholesale produce market, 1959

Type of firm	: Consignment	: Direct by phone or wire	: Through shipping point buying broker	: Personal contact	: Through own salaried buyer	: From shipping point	: Total farmers' market
	: Percent	: Percent	: Percent	: Percent	: Percent	: Percent	: Percent
Receiver.....	19	20	55	3	--	3	100
Receiver-jobber.....	--	--	--	--	--	--	--
Service wholesaler....	9	55	21	--	13	2	100
Prepackager, repacker:	3	92	5	--	--	--	100
All wholesale handlers.....	15	37	42	2	2	2	100

Table 60.--Extent of delivery service by Louisville wholesale produce handlers, 1959 1/

Type of firm	: Percentage of firms providing delivery service	: Volume delivered as percentage of sales of--	
	: Percent	: All firms of this type	: Firms making some deliveries
Receiver.....	100	34	34
Receiver-jobber.....	50	20	53
Service wholesaler....	100	75	75
Jobber.....	11	9	15
Truck jobber.....	100	100	100
Purveyor.....	100	75	75
Prepackager, repacker....	100	67	67
All wholesale handlers:	82	51	58

1/ All deliveries were made in firms' own trucks.

Table 61.--Volume and number of items prepackaged or repacked, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Firms prepackaging or repacking--			Total	Volume prepackaged or repacked
	One item	Two items	Five items		
	Firms	Firms	Firms		
Receiver.....	--	1	--	1	<u>1/</u>
Receiver-jobber, service :			--		
wholesaler.....	1	--	--	1	<u>1/</u>
Prepackager, repacker....	1	--	2	3	<u>1/</u>
					.
Total.....	2	1	2	5	1,612

1/ Withheld to avoid disclosure of operation of individual firms.

Table 62.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Louisville, 1959

Type of firm	Number of days credit offered				
	0	1-2	7	10	Total
	Firms	Firms	Firms	Firms	
Receiver.....	--	--	6	2	8
Service wholesaler.....	--	--	2	1	3
Jobber, purveyor.....	1	2	4	2	9
Truck jobber.....	33	--	--	--	33
Prepackager, repacker....	--	--	2	--	2
Total.....	34	2	14	5	55

Table 63.--Number of employees, by type and size of firm,
Louisville wholesale produce market, 1959

Type of firm	Size of firm, by 1959 sales volume				
	All firms		Less than : 200 to 499	: 500 or more	
	: 200 carlots	: carlots	: carlots		
:					
:	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver.....	9	83	24	19	40
Receiver-jobber, service					
wholesaler.....	7	99	16	49	34
:					
Total primary handlers....	16	182	40	68	74
:					
Jobber, purveyor.....	10	56	44	12	
Prepackager, repacker.....	3	151	5	25	121
:					
Total secondary handlers..	13	207	49	37	121
:					
Total wholesale handlers:	29	389	89	105	195
:					
Selling broker, distributor..	3	12	--	--	12
:					
Chain.....	2	52	--	--	52
:					
Grand total.....	34	453	89	105	259
:					

Table 64.--Target margins, brokerage and commission rates, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Average target margin		Average brokerage:		Percentage of--
	: of firms quoting in : or commission		: Firms : Firms quoting		
	: terms of--		: rate as		: quoting a
	: Cents per		: percentage of		: target : brokerage or
	: package		: sales price		: commission rate
	: sales price		: sales price		: margin :
:					
:	<u>Cents</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver-jobber.....	10.0	10.4	10.0	100	67
Service wholesaler....	--	10.9	10.9	72	43
Jobber.....	--	9.4	--	67	--
Prepackager, repacker..	--	26.4	10.0	67	33
:					

Table 65.--Number of firms, by type, Louisville wholesale produce market,
1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	25	28	24
Jobber.....	3	1	1
Repacker, prepackager.....	--	--	3
Truck jobber.....	10	10	--
Shipper, packer.....	7	3	2
All wholesale handlers.....	45	42	30
Broker.....	10	8	3
Distributor, sales agency.....	2	2	2
All brokers and agencies.....	12	10	5
All wholesalers.....	57	52	35
Chain.....	3	3	3
Wholesale grocer.....	4	7	--
Grand total.....	64	62	38

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 66.--Percentage of firms in business for specified periods, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	1-4 : years:	5-9 : years:	10-19 : years:	20-29 : years:	30-39 : years:	40-49 : years:	50-59 : years:	60 years: or more :	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	22	--	33	45	--	--	--	--	100
Receiver-jobber.....	17	--	32	17	17	--	17	--	100
Service wholesaler..	--	--	--	--	--	--	100	--	100
All primary handlers..	20	--	33	33	7	--	7	--	100
Secondary handlers:									
Jobber.....	33	33	23	--	11	--	--	--	100
Purveyor.....	--	--	--	--	100	--	--	--	100
Prepackager.....	33.3	--	33.3	33.3	--	--	--	--	100
All secondary handlers..	31	23	23	8	15	--	--	--	100
Wholesale handlers....	25	11	28	21	11	--	4	--	100
Brokers and agencies:									
Selling broker.....	--	--	--	--	100	--	--	--	100
Distributor.....	--	--	100	--	--	--	--	--	100
All brokers and agen- cies.....	--	--	50	--	50	--	--	--	100
All wholesalers.....	24	10	30	20	13	--	3	--	100

Table 67.--Change in sales volume between 1949 and 1959, by type of firm,
Louisville wholesale produce market, 1959

Type of firm	Percentage of firms reporting specified change in sales			Total percent or more
	Increased 10 percent: or more	Changed less than 10 percent	Decreased 10 percent or more	
	Percent	Percent	Percent	
Primary handlers:				
Receiver.....	57	43	--	100
Receiver-jobber, service: wholesaler.....	33	17	50	100
All primary handlers..	46	31	23	100
Secondary handlers:				
Jobber, purveyor.....	25	--	75	100
Prepackager, repacker....	50	50	--	100
All secondary handlers:	33	17	50	100
Wholesale handlers.....	42	26	32	100
Brokers and agencies:				
Selling broker.....	50	50	--	100
Distributor.....	100	--	--	100
Sales agency, cooperative	--	100	--	100
All brokers and agencies..	50	50	--	100
All wholesalers.....	42	29	--	29

Table 68.--Number of firms and volume handled, by market area and type of firm,
Milwaukee wholesale produce market, 1958

Type of firm	North Broadway Market			5th Street Market			Other areas			Suburbs		
	Firms Total : Large 1/			Firms Total : Large 1/			Firms Total : Large 1/			Firms Total : Large 1/		
	Firms	Firms	Car- lots									
Receiver, commission merchant.....	5	1	2,080	4	--	789	--	--	--	--	--	--
Receiver-jobber.....	4	2	1,410	2	--	2/	1	--	2/	--	--	--
Service wholesaler, commission wholesaler.	4	2	2,020	--	--	--	--	--	--	--	--	--
Jobber (delivery), secondary wholesaler.	9	--	2/	1	--	2/	--	--	--	--	--	--
Truck jobber.....	5	--	35	--	--	--	8	--	24	10	--	47
Purveyor.....	3	--	259	--	--	--	2	--	2/	1	--	2/
Receiver-purveyor.	2	--	179	--	--	--	1	--	3	--	--	--
Prepackager, repacker, itinerant trucker.....	2	--	2/	--	--	--	--	--	--	2	--	2/
Selling broker.....	6	5	4,530	--	--	--	--	--	--	--	--	--
Sales agency.....	1	1	2/	--	--	--	2	1	2/	--	--	--
All wholesalers.....	41	11	12,400	7	--	1,104	14	1	2,923	13	--	127
Chain.....	--	--	--	--	--	--	3	3	7,616	--	--	--
Grand total.....	41	11	12,400	7	--	1,104	17	4	10,539	13	--	127

1/ Large firms sell 500 or more carlots.

2/ Withheld to avoid disclosure of operations of individual firms.

Table 69.--Number of firms by size and type, and percentage of volume handled by each size and type,
Milwaukee wholesale produce market, 1958

Type of firm	All firms	Volume handled	Distribution of firms by size 1/	Percentage of volume handled by--
	Number	Quantity : Percentage of total market	Small : Medium : Large	Small : Medium : Large firms : firms
	Firms	Carlots	Firms	Firms
Primary handlers:				
Receiver.....	6	2,869	12	1 3 2 14 39 47
Commission merchant.....	2	1,585	6	-- 2 2 14 86 --
Receiver-jobber.....	6	2,020	8	-- 2 2 2/ 2/ 2/
Commission wholesaler....	2			-- 100 -- 100
Service wholesaler.....	2			-- 100 -- 100
Subtotal.....	18	6,474	26	8 5 5 11 29 60
Secondary handlers:				
Jobber (delivery).....	9	1,506	6	6 3 -- 29 71 --
Secondary wholesaler....	1			-- 100 -- 100
Truck jobber.....	23	106	3/	-- 100 -- 100
Purveyor.....	6	311	1	-- 2/ 2/ 2/
Receiver-purveyor.....	3	182	1	-- 100 -- 100
Prepackager, repacker....	2	134	1	-- 100 -- 100
Itinerant trucker.....	2			-- 100 -- 100
Subtotal.....	46	2,239	9	41 5 -- 67 33 --
All wholesale handlers....	64	8,713	35	49 10 5 17 29 54
Brokers and agencies:				
Selling broker.....	6	4,530	19	-- 1 5 -- 2/ 2/
Cooperative sales agency:	1	3,311	13	-- 1 1 -- 13 87 100
Importer's sales agency.:	2			-- 1 1 -- 13 87 100
All brokers and agencies...:	9	7,841	32	-- 2 7 -- 10 90
Chains:				
National chain....	1		2/	-- 1 -- 100
Regional chain.....	1		2/	-- 1 -- 100
Local chain				
without warehouse.....	1		2/	-- 1 -- 100
Voluntary group.....	1		2/	-- 1 -- 100
All retail organizations...:	4	8,216	33	-- 4 -- 10 100
Grand total.....	77	24,770	100	49 12 16 6 16 78

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of information concerning individual firms. 3/ Less than 0.5 percent.

Table 70.-Degree of specialization of wholesalers, by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	Percent of each type of firm		Firms specializing in--
	Firms handling complete line of produce	Plus other types of food	
No specialization:			
Some specialization:			
Specialization:			
	Percent	Percent	Percent
Primary handlers:			
Receiver, commission merchant.....	22	--	--
Receiver-jobber.....	83	--	17
Commission wholesaler, service wholesaler....	29	--	--
Secondary handlers:			
Jobber (delivery), secondary wholesaler.	20	10	10
Truck jobber.....	--	--	--
Purveyor.....	--	17	17
Receiver-purveyor.....	--	--	33
Prepackager, repacker, itinerant trucker....	--	--	33
All wholesale handlers.....	25	7	100
Brokers and agencies:			
Selling broker.....	60	--	20
Sales agency.....	--	--	33
All brokers and agencies:	40	--	11
	Percent	Percent	Percent

Percent of sales of each group by firms with complete line:

Wholesale handlers	61 percent
Brokers and agencies	28
All wholesalers	45

Table 71. --Purchases from outside the market, by class of firm, Milwaukee wholesale produce market, 1958

Class of buyer	Direct from shipping point:			Through sales:			From local brokers in other cities:			Other terminal: growers' markets:			Out-of-town trucker, truck jobber:			Total:			Volume bypassing Milwaukee market:		
	agencies or brokers in other cities:	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots		
Broker.....	4.5	--	--	--	--	--	--	--	--	--	--	--	--	--	--	4.5	1.9	2.6			
Sales agency.....	3.3	--	--	--	--	--	--	--	--	--	--	--	--	--	--	3.3	1.9	1.4			
Receiver, commission	1.5	--	--	0.6	--	--	0.1	--	0.1	2.3	.1	--	--	--	--	.1	2.3	2.2			
Receiver-jobber, service wholesaler, commission wholesaler...	.8	0.4	.3	0.1	--	--	--	--	--	--	--	--	--	--	--	1.6	--	1.6			
Jobber (delivery), secondary wholesaler	.1	--	.1	--	--	--	--	--	--	--	--	--	--	--	--	.2	--	.2			
Purveyor, receiver-purveyor.....	.1	.1	.1/	--	--	--	--	--	--	--	--	--	--	--	--	.2	--	.2			
Prepackager, repacker, itinerant trucker.....	.1	--	.1/	--	--	--	--	--	--	--	--	--	--	--	--	.1	--	.1			
All wholesalers.....	10.4	.5	1.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	12.2	3.9	8.3			
Chain, voluntary group	6.0	--	.3	.1/	--	--	--	--	--	--	--	--	--	--	--	6.4	--	6.4			
Retailer, processors, eating place.....	--	--	.8	.4	.8	.4	.8	.8	.8	.8	.8	.8	.8	.8	.8	2.0	--	2.0			
Grand total.....	16.4	.5	2.2	.6	.6	.6	.9	.9	.9	.9	.9	.9	.9	.9	.9	20.6	3.9	16.7			

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 72.--Wholesalers' sales to other Milwaukee wholesalers, by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of wholesale buyer			
	Receiver, service wholesaler;	Jobber, secondary wholesaler;	Truck jobber;	Purveyor, receiver-purveyor;
	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker.....	1/	0.3	1.5	0.1
Sales agency.....	--	.1	.2	.5
Receiver, commission merchant.....	--	.2	.3	.4
Receiver-jobber, service wholesaler, commission wholesaler....	--			.3
Jobber (delivery), secondary wholesaler.	--		1/	1/
Purveyor, receiver-purveyor.....	--	--	1/	1/
Total.....	1/	.6	2.0	1.3
				.1
				.3
				.1/
				.3
				4.3

1/. Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 73.--Wholesalers' sales to retail outlets by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of retail outlet					Total
	Chain	Retail store, peddler	Processor, consumer	Eating place, institution, military		
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	
Broker.....	0.1	0.5	1/	--	--	0.7
Sales agency.....	.6	--	--	--	--	.6
Receiver, commission merchant.....	.8	.4	0.3	0.1	0.1	1.5
Receiver-jobber, service: wholesaler, commission wholesaler.....	.2	2.1	1/	.2	.2	2.5
Jobber (delivery), sec- ondary wholesaler.....	.1	.9	1/	.2	.2	1.2
Truck jobber.....	--	.1	--	1/	1/	.1
Purveyor, receiver-pur- veyor.....	--	1/	1/	.4	.4	.4
Prepackager, repacker, itinerant trucker.....	.1	1/	--	--	--	.1
Total.....	1.9	4.1	.3	.8	.8	7.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 74.--Wholesalers' out-of-town sales and total sales, by class of firm,
Milwaukee wholesale produce market, 1958

Class of seller	Type of out-of-town buyer						Sales in: Total sales market:
	Chain, voluntary		Processor, or cooperative		Total out-of-town sales		
	Wholesaler	group	military	carlots	carlots	carlots	
:	:	:	:	:	:	:	:
:	1,000	1,000	1,000	1,000	1,000	1,000	1,000
:	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>	<u>carlots</u>
Broker.....	0.5	1.4	--	1.9	2.7	4.5	
Sales agency.....	1.9	--	--	1.9	1.4	3.3	
Receiver, commission merchant.....	.2	.2	--	.3	2.5	2.9	
Receiver-jobber, ser- vice wholesaler, com- mission wholesaler	.5	.3	--	.8	2.8	3.6	
Jobber (delivery), sec- ondary wholesaler	.1	.1	--	.2	1.3	1.5	
Truck jobber.....	--	--	--	--	.1	.1	
Purveyor, receiver- purveyor.....	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	.5	.5	
Prepackager, repacker itinerant trucker....	<u>1/</u>	<u>1/</u>	<u>1/</u>	<u>1/</u>	.1	.1	
Total.....	3.2	1.9	<u>1/</u>	5.1	11.4	16.6	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 75.--Percentage distribution of shipping-point purchases made by each type of firm,
by method of purchase, Milwaukee wholesale produce market, 1958

Type of firm	On joint: account:Personal: with contact: shipper:						Total Pct.	
	Direct by consignment phone or wire		Through shipping- point buyer	Through own salaried buyer	:			
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.		
Receiver, com- mission merchant	6	87	3	4	--	--	100	
Receiver-jobber..	78	22	--	--	--	--	100	
Service whole- saler-commission wholesaler.....	39	59	--	--	2	--	100	
Jobber (delivery): secondary whole- saler.....	9	69	22	--	--	--	100	
Purveyor, re- ceiver-purveyor..	1	7	86	--	6	--	100	
Repacker, pre- packager, itin- erant trucker... :	--	--	60	--	--	40	100	
All wholesale handlers..... :	22	65	8	3	<u>1/</u>	2	100	

1/ Less than 0.5 percent.

Table 76.--Extent of delivery services by Milwaukee wholesale produce handlers, 1958

Type of firm	: Percentage of firms providing delivery service	: Volume delivered as percentage of sales of all firms of this type	: Firms making some deliveries	: Firms' trucks	Hired trucks	Method unknown
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver, commission merchant.....	100	83	83	19	10	71
Receiver-jobber.....	100	48	48	100	--	--
Service wholesaler, commission wholesaler.....	100	43	43	58	--	42
Jobber (delivery), jobber wholesaler....	100	83	83	52	--	48
Truck jobber.....	100	100	100	100	--	--
Purveyor, receiver-purveyor.....	100	91	91	100	--	--
Repacker, prepackager: itinerant trucker....	100	90	90	32	68	--
All wholesale handlers.....	100	68	68	56	5	39

Table 77.--Volume and number of items prepackaged or repacked, by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	: Firms prepackaging or repacking--	: Volume prepackaged or repacked				
	: One item	: Two items	: Four items	: Total	: Firms	Carlots
	Firms	Firms	Firms	Firms		
Receiver-jobber.....	1	--	--	1		1/
Jobber (delivery), jobber-wholesaler.....	--	1	--	1		1/
Purveyor, receiver-purveyor..	1	--	1	2		1/
Repacker, prepackager.....	--	--	2	2		1/
All wholesale handlers....	2	1	3	6		121

1/ Withheld to avoid disclosure of individual operations.

Table 78.--Number of employees, by type and size of firm,
Milwaukee wholesale produce market, 1958

Type of firm	All firms	Small firms 1/	Medium firms 1/	Large firms 1/
	<u>Firms</u>	<u>Employees</u>	<u>Employees</u>	<u>Employees</u>
Receiver, commission merchant.....	9	71	11	50
Receiver-jobber.....	6	59	19	22
Service wholesaler, commission wholesaler..	4	48	5	--
Jobber (delivery), secondary wholesaler..	10	65	29	36
Truck jobber.....	23	29	29	--
Purveyor, receiver-pur-veyor.....	9	32	27	5
Repacker, prepackager, itinerant trucker.....	3	11	11	--
All wholesale handlers:	64	315	131	113
Selling broker.....	6	8	--	1
Sales agency.....	3	10	--	1
All brokers and agencies.....	9	18	--	2
Grand total.....	73	333	131	115
				87

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 79.--Target margins, brokerage and commission rates,
Milwaukee wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Average brokerage or commission rate as percentage of sales price	Percentage of firms quoting a target margin	Percentage of firms quoting brokerage or commission rate
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver, commission merchant.....	10.1	9.4	69	56
Receiver-jobber.....	10.3	10.0	33	42
Service wholesaler, commission wholesaler..	9.0	10.0	71	100
Jobber (delivery), secondary wholesaler..	19.0	10.0	67	30
Truck jobber.....	10.0	--	56	--
Purveyor, receiver-purveyor.....	18.6	10.0	56	17
Repacker, prepackager, itinerant trucker.....	17.5	--	100	--
Selling broker.....	--	10.0	--	80

Table 80.--Number of firms, by type, Milwaukee wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	42	36	25
Jobber.....	10	7	9
Repacker, prepackager.....	--	1	4
Truck jobber.....	6	8	23
Trucker.....	--	--	--
Importer, exporter.....	--	--	--
Shipper, packer.....	2	1	3
All wholesale handlers.....	60	53	64
Broker.....	8	5	6
Buying broker.....	--	--	--
Distributor, sales agency.....	1	3	4
All brokers and agencies.....	9	8	10
All wholesalers.....	69	61	74
Chain.....	2	2	5
Wholesale grocer.....	1	1	1
Grand total.....	72	64	80

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 81.--Direct receipts and total sales, wholesale handlers and retail organizations, Milwaukee wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots 1/</u>	
Direct receipts by:		
Wholesale handlers.....	8,979	6,620
Retail organizations.....	956	6,605
Total.....	9,933	13,225
Total sales by:		
Wholesale handlers.....	NA	8,028
Retail organizations.....	1,346	7,634
Total.....	NA	15,662

NA - Not available.

1/ Carlots of 30,286 pounds net weight.

Table 82.--Percentage of firms in business for specified periods by type of firm, Milwaukee wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Receiver, commission:									
merchant.....	--	--	17	--	55	28	--	--	100
Receiver-jobber.....	--	--	--	41	17	--	25	17	100
Service wholesaler, :									
commission whole- : saler.....	--	--	--	--	60	--	--	40	100
Jobber (delivery), :									
secondary whole- : saler.....	--	--	--	40	50	--	10	--	100
Truck jobber.....	--	--	44	34	11	--	11	--	100
Purveyor, receiver- :									
purveyor.....	--	34	11	11	33	11	--	--	100
Repacker, prepackager									
itinerant trucker...: ..	--	--	52	--	48	--	--	--	100
Selling broker.....	--	--	--	60	20	--	20	--	100
Sales agency.....	33	--	--	--	33	33	--	--	100
All wholesalers...	1	4	20	27	29	6	10	3	100

Table 83.--Change in sales of wholesalers between 1948 and 1958,
Milwaukee produce market, 1958

Type of firm	Percent of firms reporting specified change in sales :			
	: Increased 10 percent	: Changed less than 10 percent	: Decreased 10 percent or more	: Total
:				
Receiver, commission :				
merchant.....:	50	39	11	100
Receiver-jobber.....:	17	25	58	100
Service wholesaler, :				
commission whole- :				
saler.....:	29	71	--	100
Jobber (delivery), :				
secondary whole- :				
saler.....:	--	30	70	100
Truck jobber.....:	11	--	89	100
Purveyor, receiver- :				
purveyor.....:	--	33	67	100
Repacker, prepackager; :				
itinerant trucker....:	--	--	100	100
Selling broker.....:	--	60	40	100
Sales agency.....:	--	50	50	100
:				
All wholesalers.....:	13	25	62	100

Table 84.--Number of firms and volume handled, by market area and type of firms, New Orleans wholesale produce market, 1958

Type of firm	French Market		Poydras Street		Other New Orleans		Suburbs	
	Firms							
	Total : Large : Volume:							
Receiver.....	1	1	2/	3	1	2/	--	--
Receiver-jobber, service wholesaler.....	1	--	2/	1	--	2/	1	--
Jobber.....	1	--	2/	--	--	4	--	2/
Jobber (delivery).....	5	--	665	3	--	2/	1	--
Secondary wholesaler.....	4	--	2/	1	--	2/	--	--
Truck jobber, merchant trucker.....	--	--	--	--	--	--	--	--
Purveyor, receiver-purveyor.....	--	--	--	1	--	2/	2	--
Prepackager, re-packer.....	2	--	2/	1	--	2/	--	--
Importer, exporter.....	--	--	2/	2	--	2/	2	--
Buying broker, buying office, selling broker.....	1	--	2/	4	3	3,760	1	1
Sales agency.....	--	--	--	--	--	4	3	34,956
All wholesalers.....	15	1	2,875	16	4	8,641	19	7
Chain.....	--	--	--	--	--	1	1	2/
Grand total.....	15	1	2,875	16	4	8,641	20	8

1/ "Large" firms are those selling 500 or more carlots.

2/ Withheld to avoid disclosure of operations of individual firms.

Table 85.—Number of firms by size and type, and percentage of volume handled by each size and type, New Orleans wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--		
	Volume handled		by size 1/					
	Number:	Quantity:	Percent of total market	Small	Medium	Large	Small firms	Medium firms
Primary handlers:								
Receiver.....	5	3,605	5	2	1	2	2/	2/
Receiver-jobber.....	3	2,325	3	{--}	3	--	--	--
Service-wholesaler...	1			--	--	1	--	100
Subtotal.....	9	5,930	9	2	4	3	2/	2/
Secondary handlers:								
Jobber.....	5	589	1	5	--	--	100	--
Jobber (delivery)...	9	1,103	2	7	2	--	2/	--
Secondary wholesaler:	5	575	1	5	--	--	100	--
Truck jobber.....	2			{2}	--	--	100	--
Merchant trucker....	3	974	1	{1}	1	1	2/	2/
Purveyor.....	2	400	1	{2}	--	--	100	--
Receiver-purveyor....	1			{--}	1	--	--	100
Prepackager.....	3	696	1	1	2	--	2/	--
Subtotal.....	30	4,337	7	23	6	1	2/	2/
Importers and exporters:								
Importers.....	3	8,889	13	{--}	1	2	3	97
Exporter....	1			--	--	--	100	--
All wholesale handlers.....	43	19,156	28	25	12	6	2/	70
Brokers and distributors:								
Selling broker.....	7			{--}	3	4	--	14
Buying broker.....	1	6,798	10	{--}	--	1	--	--
Buying office.....	1			{--}	--	1	--	100

Table 85.--Number of firms by size and type, and percentage of volume handled by each size and type, New Orleans wholesale produce market, 1958

Type of firm	Firms	Carlots	Percent	Firms	Firms	Firms	Percent	Percent	Percent
	Number	Quantity	Percentage of total market	by size 1/	Small	Medium	Large	Small	Medium
					firms	firms	firms	firms	firms
Sales agencies:									
Cooperative.....	2	34,956	52	1	--	1	10	--	90
Importers'	2			--	--	2	--	--	100
All brokers and agencies.....	13	41,754	62	1	3	9	2/	2/	98
Chains:									
National chain.....	1	2/	2/	--	--	1	--	--	100
Regional chain.....	2	2/	2/	--	--	2	--	--	100
Local chain:									
without warehouse.....	2	2/	2/	--	--	2	--	--	100
All retail organizations.....	5	6,429	10	--	--	5	--	--	100
Grand total.....	61	67,339	100	26	15	20	4	6	90

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.
 2/ Withheld to avoid disclosure of operations of individual firms.

Table 86.--Degree of specialization of wholesalers, by type of firm,
New Orleans wholesale produce market, 1958

Type of firm	(Percent of each type of firm)					
	Firms handling : :complete line : :of produce : No :specialization :		Firms specializing in-- Several commodity classes of commodities One class of commodities A single commodity of different classes			
	:		:			
	:		:			
	Percent		Percent		Percent	
	Percent		Percent		Percent	
Primary handlers:	:					
Receiver.....	60	20	20	--	--	--
Receiver-jobber and service wholesalers:	100	--	--	--	--	--
Secondary handlers:	:					
Jobber.....	--	--	--	100	--	--
Jobber (delivery)....	56	--	--	44	--	--
Secondary wholesaler:	100	--	--	--	--	--
Truck jobber, merchant trucker.....	40	--	--	60	--	--
Purveyor, receiver-purveyor.....	100	--	--	--	--	--
Prepackager, repacker:	--	--	--	100	--	--
Importer, exporter..	25	--	--	50	25	
All wholesale handlers:	54	2	2	40	2	
Brokers and agencies:	:					
Selling broker, buying broker, buying office.....	56	--	11	33	--	--
Sales agency.....	--	--	50	50	--	--
All brokers and agencies.....	38	--	24	38	--	--
:	:					

Table 87.--New Orleans wholesale produce firms owning or controlling other firms in the produce business, 1958 1/

Type of firm owned or controlled	Total firms owning or controlling others			
	Service wholesaler	Secondary wholesaler	Buying office	Total firms owning or controlling others
	Firms	Firms	Firms	Firms
In this market:				
Another wholesale firm....	1	--	--	1
In other markets:				
Another wholesale firm...:	--	1	1	2
Total.....	1	1	1	3
:	:			

1/ Including ownership or control by principals of the firm.

Table 88.--Purchases from outside the market, by class of firm, New Orleans wholesale produce market, 1958

Class of buyer	Direct from shipping point: or port of entry	Through sales: agencies or brokers in other cities:	From local growers:	Other markets:	Im- porters:	Total ports:	: Volume passing through the New Orleans market:	: Volume passing through the New Orleans market:
	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots
Broker, buying office	5.2	--	1/	--	--	5.2	0.2	5.0
Sales agency	35.0	--	--	--	--	35.0	.3	34.7
Exporter, importer	0.1	--	--	--	8.4	8.5	--	8.5
Truck jobber, merchant trucker	--	--	1/	--	--	1/	--	.1
Receiver	1.3	--	0.3	1/	--	1.7	--	1.7
Receiver-jobber, service wholesaler	.3	1/	.4	1/	--	.7	--	.7
Jobber, jobber (delivery), secondary wholesaler	--	--	1/	.1	--	.1	--	.1
Purveyor, receiver-purveyor	1/	--	1/	--	--	1/	--	1/
Repacker, prepacker	7	--	--	--	--	7	--	7
All wholesalers	42.6	1/	.9	1/	8.4	52.0	.5	51.5
Chain	3.6	--	.3	--	--	3.9	--	3.9
Retailers, processors, eating places	--	--	.3	--	--	.3	--	.3
Grand total	46.2	1/	1.5	1/	8.4	56.2	.5	55.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 89.--Wholesalers' sales to other New Orleans wholesalers, by class of firm, New Orleans wholesale produce market, 1958

Class of seller	Type of wholesale buyer								Total
	Broker, buying office	Exporter, buying importer	Truck jobber, merchant	Receiver, trucker	Jobber, jobber service	Purveyor, receiver	secondary wholesaler	purveyor	
	carlots	carlots	carlots	carlots	carlots	carlots	carlots	carlots	
Broker, buying office.....	--	0.3	1/	1.7	1.4	0.7	0.1	4.3	
Sales agency.....	--	--	.5	.1	.1	.8	--	1.5	
Exporter, importer.....	0.9	--	.4	--	1/	.3	--	1.6	
Receiver.....	--	.1	1/	--	.1	.3	.1	.7	
Receiver-jobber, service wholesaler.....	--	--	1/	--	--	--	--	1/	.
Jobber, jobber (delivery), secondary wholesaler.....	--	--	1/	--	--	1/	--	1/	
Purveyor, receiver-purveyor.....	--	--	--	--	--	--	.1	.1	
Repacker, prepakager.....	--	--	1/	.1	1/	1/	1/	1/	.2
Total.....	.9	.4	1.0	1.9	1.6	2.2	.4	8.4	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 90.--Wholesalers' sales to retail outlets by class of firm, New Orleans wholesale produce market, 1958

Class of seller	Type of retail outlet					Total
	Chain	Retail store, peddler	Processor, consumer	Eating place, institution, military		
	carlots	carlots	carlots	carlots	carlots	
Broker, buying office.....	0.8	--	0.1	1/	0.9	
Sales agency.....	.7	1/	--	--	.7	
Exporter, importer.....	.1	--	--	--	.1	
Receiver.....	.4	.4	--	.3	1.2	
Receiver-jobber, service wholesaler.....	.3	1.2	1/	.3	1.8	
Jobber, jobber (delivery), secondary wholesaler.....	.1	.8	1/	.1	1.0	
Truck jobber, merchant trucker.....	--	.1	--	1/	.1	
Purveyor, receiver-purveyor.....	--	1/	--	.2	.2	
Repacker, prepakager.....	.1	.1	--	1/	.2	
Total.....	2.5	2.8	.1	1.1	6.5	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 91.--Wholesalers' out-of-town sales and total sales, by class of firm,
New Orleans wholesale produce market, 1958

Class of seller	Type of out-of-town buyer			Sales in:		
	:Chain, voluntary:		Total	the		Total
	Wholesaler or cooperative	Exports	out-of-town	market		
	: group	:	: sales	carlots	carlots	carlots
	1,000	1,000	1,000	1,000	1,000	1,000
	carlots	carlots	carlots	carlots	carlots	carlots
Broker, buying office..	1.1	--	--	1.1	5.2	6.3
Sales agency.....	32.6	0.1	--	32.7	2.2	35.0
Exporter, importer....	6.2	.6	0.4	7.2	1.7	8.9
Receiver.....	1.6	.1	--	1.7	1.9	3.6
Receiver-jobber, service wholesaler.....	.1	.5	--	.6	1.8	2.3
Jobber, jobber (delivery), secondary wholesaler.....	1.2	1/	--	1.2	1.0	2.3
Truck jobber, merchant trucker.....	.6	1/	--	.8	.2	1.0
Purveyor, receiver-purveyor.....	--	--	--	--	.4	.4
Repacker, prepackager..	.3	1/	--	.3	.4	.7
Total.....	43.8	1.3	.4	45.5	14.9	60.4

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 92.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, New Orleans wholesale produce market, 1958

Type of firm	: Consignment:		Direct by phone or wire	Through shipping-point	Through own salaried buying broker	Through buyer
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	9	79		12	--	100
Receiver-jobber, service wholesaler.....	--	74		26	--	100
Repacker, prepackager....	--	50		10	40	100
Importer, exporter.....	--	100		--	--	100
Secondary wholesaler....	89	--		11	--	100
Purveyor, receiver-purveyor.....	--	--		100	--	100
All wholesale handlers..	6	70		13	11	100

Table 93.--Extent of delivery services by New Orleans wholesale produce handlers, 1958

Type of firm	: Percentage of firms providing: : delivery service	Volume delivered as : All firms of: Firms making : this type : some deliveries	: Percentage of deliveries by-- : Firms' : Hired : Method : trucks : trucks : unknown			
	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>	<u>Pct.</u>
Receiver.....	100	72	72	100	<u>1/</u>	--
Receiver-jobber, service wholesaler:	100	90	90	100	--	--
Jobber.....	20	1	5	100	--	--
Jobber (delivery)...	100	65	65	100	--	--
Truck jobber, merchant trucker....	100	93	93	77	--	23
Secondary wholesaler.....	80	36	44	100	--	--
Purveyor, receiver-purveyor.....	100	72	72	100	--	--
Repacker, prepacker.....	100	88	88	100	--	--
Importer, exporter.....	25	3	100	100	--	--
All wholesale handlers.....	81	40	77	97	<u>1/</u>	3

1/ Less than 0.5 percent.

Table 94.--Volume and number of items prepackaged or repacked, by type of firm, New Orleans wholesale produce market, 1958

Type of firm	: Firms prepackaging or : repacking--	: Total	: Volume prepacked or repacked
	: One item : Three items :		
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver-jobber, service wholesaler:	--	1	1
Secondary wholesaler.....	1	--	1
Repacker, prepacker.....	3	--	3
All wholesale handlers.....	4	1	5
			686

1/ Withheld to avoid disclosure of individual operations.

Table 95.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, New Orleans, 1958

Type of firm	Number of days credit offered--						Total
	0	1-2	7	10	30		
	Firms	Firms	Firms	Firms	Firms	Firms	
Receiver.....	--	--	1	2	--	--	3
Jobber.....	--	3	2	--	--	--	5
Jobber (delivery).....	--	1	4	1	2	--	8
Truck jobber, merchant trucker..	1	--	1	--	3	--	5
Purveyor, receiver-purveyor.....	--	--	--	--	3	--	3
Repacker, prepackager.....	--	--	2	--	--	--	2
Importer, exporter.....	2	--	--	1	1	--	4
Jobber-wholesaler.....	1	--	--	2	1	--	4
All wholesale handlers.....	4	4	10	6	10	34	

Table 96.--Number of employees, by type and size of firm,
New Orleans wholesale produce market, 1958

Type of firm	All firms		Small	Medium	Large
			firms 1/	firms 1/	firms 1/
	Firms	Employees	Employees	Employees	Employees
Receiver.....	5	111	4	4	103
Receiver-jobber, service wholesaler.....	4	76	--	30	46
Jobber.....	5	20	20	--	--
Jobber (delivery).....	9	50	41	9	--
Truck jobber, merchant trucker..	5	56	9	12	35
Secondary wholesaler.....	5	39	39	--	--
Purveyor, receiver-purveyor.....	3	11	6	5	--
Repacker, prepackager.....	3	83	7	76	--
Importer, exporter.....	2	8	--	8	--
All wholesale handlers.....	41	454	126	144	184
Buying broker, selling broker, buying office.....	9	27	--	4	23
Sales agency.....	1	3	3	--	--
All brokers and agencies.....	10	30	3	4	23
Chain.....	2	68	--	--	68
Grand total.....	53	552	129	148	275

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

Table 97.--Target margins, New Orleans wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	<u>Percent</u>	<u>Percent</u>
Receiver.....	14.7	40
Receiver-jobber, service wholesaler.....	14.8	100
Jobber.....	22.8	40
Jobber (delivery).....	13.9	89
Truck jobber, merchant trucker.....	20.0	50
Secondary wholesaler.....	13.7	100
Purveyor, receiver-pur- veyor.....	12.5	67
Repacker, prepackager.....	16.8	100
Importer, exporter.....	10.0	67
:	:	

Table 98.--Number of firms, by type, New Orleans wholesale produce market,
1939, 1948, 1958

Class of firm	1939	1948	1958
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Receiver, receiver-jobber.....	33	37	26
Jobber.....	6	8	5
Truck jobber.....	1	9	2
Trucker.....	--	2	5
Importer, exporter.....	5	4	7
Shipper, packer.....	4	8	6
:	:		
All wholesale handlers.....	49	68	51
Broker.....	11	14	8
Buying broker.....	--	--	1
Distributor, sales agency.....	4	2	4
:	:		
All brokers and agencies.....	15	16	13
All wholesalers.....	64	84	64
Chain.....	3	2	3
Wholesale grocer.....	9	6	3
:	:		
Grand total.....	76	92	70
:	:		

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue--The Packer, 1958.

Table 99.--Direct receipts and total sales, wholesale handlers, auction and retail organizations, New Orleans wholesale produce market, 1936 and 1958

Type of receiver or seller:	1936	1958
:		
:	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
:		
Direct receipts of:		
Wholesale handlers.....:	8,753	9,289
Auction.....:	347	0
Retail organizations.....:	228	4,811
:		
Total.....:	9,328	14,100
:		
Total sales of:		
Wholesale handlers.....:	9,170	11,283
Auction.....:	347	0
Retail organizations.....:	730	5,634
:		
Total.....:	10,247	16,917
:		

1/ Carlots of 30,286 pounds net weight.

Table 100.--Percentage of firms in business for specified periods by type of firm, New Orleans wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	
Receiver.....:	--	--	20	20	40	20	--	--	100
Receiver-jobber, service wholesaler.....:	--	--	--	50	25	--	25	--	100
Jobber.....:	--	20	40	20	20	--	--	--	100
Jobber (delivery).....:	45	22	11	22	--	--	--	--	100
Truck jobber, merchant trucker.....:	--	20	60	20	--	--	--	--	100
Secondary wholesaler....:	20	20	20	20	--	20	--	--	100
Purveyor, receiver-purveyor.....:	--	--	33	34	--	--	--	33	100
Repacker, prepackager...:	--	33	67	--	--	--	--	--	100
Importer, exporter.....:	--	33	--	67	--	--	--	--	100
Buying broker, selling broker, buying office:	29	--	--	57	14	--	--	--	100
Sales agency.....:	--	--	--	100	--	--	--	--	100
All wholesalers.....:	14	14	22	32	10	4	2	2	100
:									

Table 101.--Change in sales of wholesalers between 1948 and 1958, New Orleans
wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
:				:
:	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
Receiver.....	25	25	50	100
Receiver-jobber, service: wholesaler.....	25	25	50	100
Jobber.....	--	--	100	100
Jobber (delivery).....	33	--	67	100
Truck jobber, merchant trucker.....	33	--	67	100
Secondary wholesaler....	33	--	67	100
Purveyor, receiver-pur- veyor.....	100	--	--	100
Repacker, prepackager....	--	--	100	100
Importer-exporter.....	--	100	--	100
Buying broker, selling broker, buying office..	33	17	50	100
Sales agency.....	100	--	--	100
All wholesalers.....	28	16	56	100
:				

Table 102.--Number of firms by size and type, and percentage of volume handled by each size and type, Oklahoma City wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size $\frac{1}{2}$			Percentage of volume handled by $\frac{1}{2}$		
	Volume handled		Firms	Firms	Firms	Firms	Firms	Firms	Firms
	Number	Quantity							
Primary handlers:									
Receiver-jobber.....	2	$\frac{2}{2}$	$\frac{2}{2}$	1	--	1	11	--	89
Wholesale grocer.....	1	$\frac{2}{2}$	$\frac{2}{2}$	--	--	1	--	--	100
Subtotal.....	3	2,520	13	1	--	2	$\frac{2}{2}$	--	$\frac{2}{2}$
Secondary handlers:									
Jobber.....	3	1,084	6	3	--	--	100	--	$\frac{2}{2}$
Jobber (delivery).....	1	$\frac{2}{2}$	--	1	--	--	100	--	$\frac{2}{2}$
Receiver-parveyor.....	1	$\frac{2}{2}$	--	--	--	1	--	--	100
Truck jobber.....	5	585	3	5	--	--	100	--	100
Prepackager, repacker.....	8	2,280	12	5	--	3	26	--	74
Subtotal.....	18	3,949	21	14	--	4	43	--	57
All wholesale handlers.....	21	6,469	34	15	--	6	29	--	71
Brokers and agencies:									
Selling broker.....	4	$\frac{2}{2}$	$\frac{2}{2}$	--	--	4	--	--	100
Cooperative sales agency.....	1	$\frac{2}{2}$	$\frac{2}{2}$	--	1	--	--	100	--
All brokers and agencies.....	5	7,596	38	--	1	4	--	6	94
All wholesalers.....	26	14,065	72	15	1	10	13	3	84
Chains:									
National chain.....	1	$\frac{2}{2}$	$\frac{2}{2}$	--	--	1	--	--	100
Regional chain.....	1	$\frac{2}{2}$	$\frac{2}{2}$	--	--	1	--	--	100
Retailer cooperative.....	2	$\frac{2}{2}$	$\frac{2}{2}$	--	--	2	--	--	100
All retail organizations.....	4	5,538	28	--	--	4	--	--	100
Grand total.....	30	19,603	100	15	1	14	10	2	88

$\frac{1}{2}$ / Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.
 $\frac{2}{2}$ / Withheld to avoid disclosure of individual firm's operations.

Table 103.--Degree of specialization of wholesalers, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	(Percent of each type of firm)					
	Firms handling complete line of produce		Firms specializing in--			
	No specializ-	Plus other types of food	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes
	ization					
	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:						
Receiver-jobber.....	100	--	--	--	--	--
Wholesale grocer.....	--	100	--	--	--	--
Subtotal.....	67	33	--	--	--	--
Secondary handlers:						
Jobber.....	--	--	--	--	100	--
Jobber (delivery).....	100	--	--	--	--	--
Truck jobber.....	100	--	--	--	--	--
Receiver-purveyor.....	--	--	100	--	--	--
Prepackager.....	--	--	25	--	75	--
Subtotal.....	33	--	17	--	50	--
All wholesale handlers.....	38	5	14	--	43	--
Brokers and agencies:						
Selling broker.....	75	--	--	--	--	25
Cooperative sales agency	--	--	--	100	--	--
All brokers and agencies:	60	--	--	20	--	20
All wholesalers.....	42	4	12	4	34	4

Percent of total sales of each group sold by firms with a complete line:

Wholesale handlers	50 percent
Brokers and agencies	61 percent

Table 104.--Oklahoma City wholesale produce firms owning or controlling other firms in produce business, 1958 ^{1/}

Type of firm owned or controlled	Receiver-purveyor	Total firms owning or controlling others
	Firms	Firms
Packinghouse or shipping firm.....	1	1

^{1/} Including ownership or control by principals of firm.

Table 105.--Oklahoma City produce firms owned or controlled by firms outside this market, 1958

Type of outside firm	Receiver-jobber	Wholesale grocer	Selling broker	Sales agency	Total Oklahoma City firms owned or controlled by outside firms
	Firms	Firms	Firms	Firms	Firms
Multi-unit firm.....	1	1	1	1	4

Table 106.--Purchases from outside the market, by class of firm, Oklahoma City wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies and brokers and importers in other cities	Other terminal markets	Local growers	Total	Volume passing the Oklahoma City market	Volume passing the Oklahoma City market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	7.6	--	--	--	7.6	1.8	5.8
Receiver-jobber, wholesale grocer.....	.5	1/	0.2	0.2	.9	.3	.6
Jobber, jobber (delivery), receiver-purveyor.....	.2	--	.3	.1	.5	--	.5
Repacker, prepackager.....	1.3	--	--	--	1.3	--	1.3
All wholesalers.....	9.4	.2	.5	.3	10.3	2.0	8.3
Chain, retailer cooperative.....	3.1	.9	--	.5	4.5	--	4.5
Retailer, processor.....	--	--	1/	1/	--	--	--
Grand total.....	12.5	1.0	.5	.9	14.8	2.0	12.8

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 107.--Wholesaler's sales to other Oklahoma City wholesalers, by class of firm, Oklahoma City wholesale produce market, 1958

Class of buyer	Type of wholesale outlet					Total
	Receiver-jobber, wholesale-grocer	Jobber, jobber (delivery), receiver-purveyor	Truck jobber	Repacker, prepackager		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, sales agency.....	1.5	0.5	0.3	1.0	3.3	
Receiver-jobber, wholesale grocer.....	--	--	.1	--	.1	
Jobber, jobber (delivery), receiver-purveyor.....	1/ .1	1/ .1	.1	--	.1	
Repacker, prepackager.....			.1	--	.2	
Total.....	1.6	.5	.6	1.0	3.7	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 108.--Wholesalers' sales to retail outlets, by class of firm, Oklahoma City wholesale produce market, 1958

Class of seller	Type of retail outlet					Total
	Chain, retailer	Retail store, peddler	Processor, consumer	Eating place, institution, military		
	cooperative					
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, sales agency.....	0.9	0.3	0.1	--	1.3	
Receiver-jobber, wholesale grocer.....	--	.6	--	0.2	.8	
Jobber, jobber (delivery), receiver-purveyor.....	--	.2	--	.4	.6	
Truck jobber.....	--	1/ .2	--	.1	.1	
Repacker, prepackager.....	.2	.2	--	--	.4	
Total.....	1.1	1.2	.1	.7	3.1	

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 109.--Wholesaler's out-of-town sales and total sales, by class of firm, Oklahoma City wholesale produce market, 1958

Class of seller	Type of out-of-town buyer		Total out-of-town sales	Sales in the market	Total sales
	Chain, voluntary or cooperative group	Retailer			
Wholesaler					
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	2.0	1.0	--	--	4.6
Receiver-jobber, wholesale grocer.....	.6	1/	1.0	--	1.7
Jobber, jobber (delivery), receiver-purveyor.....	.1	.1	--	--	.8
Truck jobber.....	--	.4	.1	.2	1.1
Repacker, prepackager.....	1.6	--	.1	.5	.6
Total.....	4.3	1.1	1.7	.1	7.2
					6.9
					14.1

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 110.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Oklahoma City wholesale produce market, 1958

Type of firm	Direct by phone or wire	Through shipping-point buying broker	Total
	Percent	Percent	Percent
Receiver-jobber, wholesale grocer	98	2	100
Prepackager, repacker.....	69	31	100
All wholesale handlers.....	77	23	100

Table 111.--Extent of delivery service by Oklahoma City wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service	Volume delivered as percentage of sales of--		Percentage of deliveries by--	
		All firms : Firms making some deliveries		Firms : Other methods or trucks : unknown	
	Percent	Percent	Percent	Percent	Percent
Receiver-jobber.....	100	96	96	93	7
Wholesale grocer....	100	100	100	--	100
Jobber.....	100	10	10	100	--
Jobber (delivery)...	100	100	100	--	100
Truck jobber.....	100	100	100	--	100
Receiver-purveyor...	100	75	75	100	--
Wholesale handlers..	62	56	86	46	54

Table 112.--Volume and number of items prepackaged or repacked, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Firms packaging or repacking--			Total	Volume prepackaged or repacked
	One item	Two items	Three items		
	Firms	Firms	Firms		
Receiver-jobber.....	--	--	1	1	1/
Wholesale grocer.....	--	--	1	1	1/
Prepackager, repacker....	6	2	--	8	2,100
Chain.....	1	--	--	1	1/
Total.....	7	2	2	11	2,735

1/ Withheld to avoid disclosure of individual firm's operations.

Table 113.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Oklahoma City, 1958

Type of firm	Number of days credit offered		
	7	14	Total
	Firms	Firms	Firms
Receiver-jobber.....	--	1	1
Jobber.....	3	--	3
Receiver-purveyor.....	1	--	1
Total.....	4	1	5

Table 114.--Number of employees, by type and size of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Size of firm, by 1958 sales volume				
	All sizes	Less than 200 carlots	200 to 499 carlots	500 or more carlots	
	Firms	Employees	Employees	Employees	Employees
Receiver-jobber.....	1	2	2	--	--
Jobber.....	3	12	12	--	--
Truck jobber.....	5	5	5	--	57
Receiver-purveyor.....	1	9	--	--	9
All wholesale handlers....	18	115	49	--	66
Selling broker.....	4	16	--	--	16
Sales agencies.....	1	4	--	4	--
All brokers and agencies..	5	20	--	4	16
Chain, retailer cooperative..	3	87	--	--	87
Grand total.....	26	222	49	4	169

Table 115.--Target margins, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin	
		Percent	Percent
Receiver-jobber, wholesale grocer...	15.0		67
Jobber, receiver-purveyor.....	16.7		100

Table 116.--Number of firms, by type, Oklahoma City wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver, receiver-jobber.....	13	12	17
Jobber.....	3	--	2
Repacker, prepackager.....	--	--	1
Truck jobber.....	8	6	7
Trucker.....	--	--	1
Shipper, packer.....	1	2	--
All wholesale handlers.....	25	20	28
Broker.....	13	7	8
Buying broker.....	3	4	1
All brokers and agencies.....	16	11	9
All wholesalers.....	41	31	37
Chains.....	2	2	2
Wholesale grocer.....	5	2	2
Grand total.....	48	35	41

Packer Red Book, 1939, and 1948; Fresh Year Book Issue--The Packer, 1958

Table 117.--Direct receipts of wholesaler handlers and retail organizations, Oklahoma City wholesale produce market, 1936 and 1958

Class of firm	1936	1958
	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
Wholesale handlers.....	7,823	5,114
Retail organizations.....	555	4,699
Total.....	8,378	9,813

1/ Carlots of 30,286 pounds net weight.

Table 118.--Percentage of firms in business for specified periods, by type of firm, Oklahoma City wholesale produce market, 1958

Type of firm	Percent							
Primary handlers:								
Receiver-jobber.....	--	--	--	--	--	--	--	100
Wholesale grocer.....	--	--	--	--	--	--	--	100
Secondary handlers:								
Jobber.....	100	--	--	--	--	--	--	100
Receiver-purveyor.....	--	100	--	--	--	--	--	100
Wholesale handlers.....	--	49	17	--	--	17	--	17
Selling broker.....	--	--	100	--	--	--	--	100
All wholesalers.....	--	43	29	--	--	14	--	14
								100

Table 119.--Number of firms and volume handled, by market area and type of firm, Omaha wholesale produce market, 1958

Type of firm	10th, 11th, Jones, Howard Streets			Other Omaha		
	Firms		Volume	Firms		Volume
	Total	Large		Total	Large	
	<u>Firms</u>	<u>Firms</u>	<u>Carlots</u>	<u>Firms</u>	<u>Firms</u>	<u>Carlots</u>
Primary handlers:						
Receiver.....	1	--	1/	1	1	1/
Receiver-jobber.....	6	1	1/	--	--	--
Service wholesaler.....	1	1	1/	--	--	--
Subtotal.....	8	2	1/	1	1	1/
Secondary handlers:						
Jobber (delivery).....	3	--	159	--	--	--
Receiver-purveyor.....	2	--	1/	--	--	--
Repacker.....	1	--	1/	--	--	--
Subtotal.....	6	--	513	--	--	--
All wholesale handlers.....	14	2	2,640	1	1	1/
Brokers and distributors:						
Selling broker.....	2	2	1/	--	--	--
Terminal broker.....	1	1	1/	--	--	--
Distributor.....	1	--	1/	--	--	--
Sales agencies:						
Cooperative.....	--	--	--	1	--	1/
Importer's.....	--	--	--	1	1	1/
All brokers and agencies....	4	3	1/	2	1	1/
Chains:						
National chain.....	--	--	--	1	1	1/
Local chain with ware- house.....	1	1	1/	--	--	--
Retail cooperative.....	--	--	--	1	1	1/
All retail organizations.	1	1	1/	2	2	1/
Grand total.....	19	6	8,930	5	4	6,775

1/ Withheld to avoid disclosure of individual operations.

Table 120.--Number of firms by size and type, and percentage of volume handled, by each size and type, Omaha wholesale produce market, 1953

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Volume handled		Percentage of total market	Small	Medium	Large	Small firms	Medium firms
		Quantity	Percent						
Primary handlers:									
Receiver.....	2	2/	2/		1	--	1	9	--
Receiver-jobber.....	6	2/	2/		3	2	1	22	40
Service wholesaler.....	1	2/	2/		--	--	1	--	--
Subtotal.....	9	2,627	17	4	2	3	3	13	20
Secondary handlers:									
Jobber (delivery).....	3	159	1	3	--	--	--	100	--
Receiver-purveyor.....	2	354	2	2	--	--	--	100	--
Repacker.....	1			--	1	--	--	--	100
Subtotal.....	6	513	3	5	1	--	--	61	39
All wholesale handlers.....	15	3,140	20	9	3	3	3	21	23
Brokers and distributors:									
Selling broker.....	2	2/	2/		--	--	2	--	--
Terminal broker.....	1	2/	2/		--	--	1	--	--
Distributor.....	1	2/	2/		--	--	1	--	100
Sales agencies:									
Cooperative.....	1	2/	2/		--	--	1	--	100
Importer's.....	1	2/	2/		--	--	1	--	--
All brokers and agencies.....	6	6,349	40	--	2	4	--	10	90
All wholesalers.....	21	9,489	60	9	5	7	7	14	79
Chains:									
National chain.....	1	2/	2/	--	--	--	1	--	--
Local chain:									
With warehouse.....	1	2/	2/	--	--	--	1	--	--
Retailer cooperative.....	1	2/	2/	--	--	--	1	--	--
All retail organizations	3	6,216	40	--	--	--	3	--	--
Grand total.....	19	15,705	100	9	5	10	4	9	87

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.
 2/ Withheld to avoid disclosure of individual operations.

Table 121.--Degree of specialization of wholesalers, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Percent of each type of firm		
	Firms handling complete line of produce	Firms specializing in--	
	No specialization	One class of commodities	A single commodity
Primary handlers:			
Receiver.....	100	--	--
Receiver-jobber.....	100	--	--
Service wholesaler.....	100	--	--
All primary handlers....	100	--	--
Secondary handlers:			
Jobber (delivery).....	--	--	100
Receiver-purveyor.....	100	--	--
Repacker.....	--	--	100
All secondary handlers..	33	--	67
All wholesale handlers.....	73	--	27
Brokers and distributors:			
Selling broker.....	100	--	--
Terminal broker.....	100	--	--
Distributor.....	--	--	100
Sales agencies:			
Cooperative.....	--	100	--
Importer's.....	--	--	100
All brokers and agencies....	50	17	33
All wholesalers.....	67	5	28

Percent of total sales of each group sold by firms with a complete line:

All wholesale handlers 89 percent.

Brokers and agencies 74 percent.

Table 122.--Omaha wholesale produce firms owning or controlling other firms in the produce business, 1958 1/

Type of firm owned or controlled	Jobber (delivery)	Receiver-jobber	Total firms owning or controlling others
	Firms	Firms	Firms
Receiver.....	1	1	2

1/ Including ownership or control by principals of the firm.

Table 123.--Omaha produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Service wholesaler	Repacker	Terminal broker	Selling broker	Sales agencies	Total Omaha firms owned or controlled by outside firms
Multi-unit firm.....						Firms
	Firms	Firms	Firms	Firms	Firms	Firms
	1	1	1	1	2	6

Table 124.--Purchases from outside the market, by class of firm, Omaha wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies and importers in other cities	Local grower	Total	Volume by-passing the Omaha market	Volume passing through the Omaha market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	carlots	carlots
Broker, sales agency.....	6.3	--	--	6.3	4.2	2.1
Receiver, receiver-jobber, service wholesaler.....	1.7	0.5	1/ 1/	2.2 .2	-- --	2.2 .2
Purveyor, repacker.....	.2					
All wholesalers.....	8.3	.5	.1	8.8	4.2	4.6
Chain, retailer cooperative.....	4.5	--	--	4.5	--	4.5
Retailer.....	--	--	.1	.1	--	.1
Grand total.....	12.8	.5	.2	13.4	4.2	9.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 125.--Wholesalers' sales to other Omaha wholesalers, by class of firm, Omaha wholesale produce market, 1958

Class of buyer	Receiver, receiver-jobber, service wholesaler	Jobber (delivery)	Truck jobber	Receiver-purveyor, repacker	Total
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	0.4	0.2	--	0.1	0.8
Receiver, receiver-jobber, service wholesaler.....	--	--	.4	--	.4
Jobber (delivery).....	--	1/	--	--	1/
Total.....	.4	.2	.4	.1	1.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 126.--Wholesaler's sales to retail outlets, by class of firm, Omaha wholesale produce market, 1958

Class of seller	Type of retail outlet			Total
	Chain, retailer	Retail store, peddler	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	1.4	--	--	1.4
Receiver, receiver-jobber, service wholesaler, commission wholesaler.....	1/	1/	0.2	1.3
Jobber (delivery).....	1/	1/	--	1/
Truck jobber.....	--	.1	.1	.1
Receiver, repacker, purveyor.....	.2	--	.1	.3
Total.....	1.7	1.3	.4	3.4

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 127.--Wholesalers' out-of-town sales and total sales, by class of firm, Omaha wholesale produce market, 1958

Class of seller	Type of out-of-town buyer			Total sales carlots
	Chain, voluntary or cooperative	Retailer group	Eating place, institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, distributor, sales agency.....	3.3	0.8	--	0.2
Receiver, receiver jobber, service wholesaler.....	.2	.2	.3	.1
Jobber (delivery).....	--	--	1/	--
Truck jobber.....	--	--	.3	--
Receiver-purveyor, repacker	--	--	--	--
Total.....	3.5	.9	.6	.3
				5.3
				4.7
				10.0

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 128.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Omaha wholesale produce market, 1958

Type of firm	Through own salaried buyer		Total Percent
	Direct by phone or wire	Percent	
	Percent	Percent	
All wholesale handlers.....	54	46	100

Table 129.--Extent of delivery service by Omaha wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service		Volume delivered as percentage of sales of--		Percentage of deliveries by--	
	All firms of this type	Firms which deliver some	Firm's trucks	Other methods		
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	50	9	100	100	--	
Receiver-jobber.....	100	100	100	98	2	
Service wholesaler.....	100	100	100	100	--	
Jobber (delivery).....	100	100	100	100	--	
Repacker.....	100	100	100	100	--	
Receiver-purveyor.....	100	100	100	100	--	
All wholesale handlers:	93	84	100	99	1	

Table 130.--Volume and number of items prepackaged or repacked, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--					Volume pre-packaged or repacked
	One item	Two items	Four items	Five items	Total	
	Firms	Firms	Firms	Firms	Firms	
Receiver, service wholesaler:	1	--	1	--	2	1/
Receiver-jobber.....	--	1	--	--	1	1/
Repacker, receiver-purveyor..	1	--	--	--	1	1/
Chain.....	2	1	1	1	5	1/
Total.....	2	1	1	1	5	543

1/ Withheld to avoid disclosure of individual firms operations.

Table 131.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Omaha, 1958

Type of firm	Number of days credit offered--					
	0	1-2	7	30	Variable	Total
	Firms	Firms	Firms	Firms	Firms	Firms
Receiver, service wholesaler.....	--	--	--	--	--	--
Receiver-jobber.....	1	--	2	--	1	4
Jobber (delivery).....	--	1	1	--	1	3
Repacker, receiver-purveyor.....	--	1	1	1	--	3
Total.....	1	2	4	1	2	10

Table 132.--Number of employees, by type and size of firm, Omaha wholesale produce market, 1958

Type of firm	All firms	Size of firm by 1958 sales volume		
		Less than 200 carlots	200 to 499 carlots	500 or more carlots
		Firms	Employees	Employees
Receiver.....	2	9	4	--
Receiver-jobber.....	5	58	14	24
Service wholesaler.....	1	35	--	--
Total primary handlers....	8	102	18	24
Jobber (delivery).....	3	14	14	--
Repacker.....	1	3	--	3
Receiver-purveyor.....	2	8	8	--
Total secondary handlers..	6	25	22	3
Total wholesale handlers...	14	127	40	27
Selling broker.....	2	10	--	--
Distributor.....	1	3	--	3
Terminal broker.....	1	3	--	--
Importer's sales agency....	1	2	--	--
Total brokers and agencies:	5	18	--	3
Chain.....	1	28	--	--
Grand total.....	20	173	40	30
				103

Table 133.--Target margins, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Average target margins as percentage of sales price	Percentage of firms quoting a target margin	
		Percent	Percent
Receiver, receiver-jobber			
service wholesaler.....	16.8		55
Jobber (delivery).....	33.8		67

Table 134.--Number of firms, by type, Omaha wholesale produce market, 1939, 1948, and 1958

Type of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver, receiver-jobber.....	10	14	14
Jobber.....	5	4	2
Repacker.....	0	0	1
Truck jobber.....	4	4	6
All wholesale handlers.....	19	22	23
Broker.....	7	6	5
Distributor, sales agency.....	4	2	2
All brokers and agencies.....	11	8	7
All wholesalers.....	30	30	30
Chain.....	2	2	2
Wholesale grocer.....	0	3	2
Grand total.....	32	35	34

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 135.--Direct receipts and total sales, wholesale handlers and retail organizations, Omaha wholesale produce market, 1936 and 1958

Type of receiver or seller	1936	1958
	<u>1958 rail carlots 1/</u>	<u>1958 rail carlots 1/</u>
Direct receipts by:		
Wholesale handlers.....	5,028	3,224
Retail organizations.....	1,561	5,324
Total.....	6,589	8,548
Total sales by:		
Wholesale handlers.....	5,068	3,574
Retail organizations.....	1,780	5,618
Total.....	6,848	9,192

1/ Carlots of 30,286 pounds net weight.

Table 136.--Percentage of firms in business for specified periods, by type of firm, Omaha wholesale produce market, 1958

Type of firm	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:							
Receiver.....	50	--	--	--	--	50	100
Receiver-jobber.....	--	40	60	--	--	--	100
Service wholesale.....	--	100	--	--	--	--	100
All primary handlers..	12	38	38	--	--	12	100
Secondary handlers:							
Jobber (delivery).....	--	33	--	--	34	33	100
Receiver-purveyor.....	--	50	50	--	--	--	100
Repacker.....	100	--	--	--	--	--	100
All secondary handlers.	17	32	17	--	17	17	100
Brokers and distributors:							
Selling broker.....	--	50	--	--	--	50	100
Terminal broker.....	--	--	--	100	--	--	100
Distributor.....	--	--	--	100	--	--	100
All brokers and agencies.	--	25	--	50	--	25	100
All wholesalers.....	11	33	22	11	6	17	100

Table 137.--Change in sales volume between 1948 and 1958, by type of firm, Omaha wholesale produce market, 1958

Type of firm	Percentage of firms reporting specified change in sales			
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	Percent	Percent	Percent	Percent
Primary handlers:				
Receiver, receiver-jobber, service wholesaler.....	42	29	29	100
Jobber (delivery).....	33	--	67	100
Receiver-purveyor.....	--	--	100	100
All wholesale handlers....	36	18	46	100

Table 138.--Number of firms and volume handled, by market area and type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	San Francisco Market			Oakland Market			All other		
	Firms		Volume	Firms		Volume	Firms		Volume
	Total	Large	Total	Total	Large	Total	Total	Large	
Primary handlers:									
Receiver, commission merchant.....	10	5	11,614	13	4	4,876	--	--	--
Receiver-jobber.....	17	6	8,635	14	3	4,818	--	--	--
Commission wholesaler, service wholesaler.....	4	1	1,695	4	1	1,743	--	--	--
Subtotal.....	31	12	21,844	31	8	11,437	--	--	--
Secondary handlers:									
Jobber.....	7	--	786	3	--	761	--	--	--
Jobber (delivery).....	4	--	1/	2	--	1/	1	--	1/
Service jobber.....	4	--	586	--	--	--	--	--	--
Secondary wholesaler, prepackager.....	2	--	1/	2	--	1/	--	--	--
Purveyor.....	13	1	1,726	8	--	1,010	4	--	1/
Receiver-purveyor.....	6	1	1,556	2	--	1/	1	--	1/
Subtotal.....	36	2	4,905	17	--	2,540	6	--	886
Others:									
L.C.L. shipper.....	2	--	1/	--	--	--	--	--	--
Exporter.....	2	1	1/	--	--	--	--	--	--
Subtotal.....	4	1	1/	--	--	--	--	--	--
All wholesale handlers.....	71	15	28,159	48	8	13,977	--	--	--
Brokers and distributors:									
Selling broker.....	12	5	1/	1	1	1/	--	--	--
Carlot distributor.....	4	3	11,553	--	--	--	--	--	--
Distributor.....	3	--	1/	1	--	1/	--	--	--
Subtotal.....	19	8	1/	2	1	1/	--	--	--
Sales agencies:									
Cooperative.....	4	2	1/	1	--	1/	--	--	--
Importer's.....	1	1	1/	--	--	--	--	--	--
Subtotal.....	5	3	1/	1	--	1/	--	--	--
All brokers and agencies....	24	11	35,701	3	1	1,681	--	--	--
All wholesale.....	95	26	63,860	51	9	15,658	6	--	686
Chains:									
Chain.....	--	--	--	--	--	--	6	4	12,930
Grand total.....	95	26	63,860	51	9	15,658	12	4	13,616

1/ Withheld to avoid disclosure of individual operations.

Table 139.--Number of firms by size and type, and percentage of volume handled by each size and type,
San Francisco-Oakland wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by--		
	Volume handled			Small	Medium	Large	Small firms	Medium firms	Large firms
	Number	Quantity	Percentage of total market						
Primary handlers:									
Receiver.....	18	10,256	11	8	5	5	7	17	76
Commission merchant....	5	6,234	7	1	--	4	2/	--	2/
Receiver-jobber.....	31	13,453	14	14	8	9	10	17	73
Commission wholesaler..	7			{ 1	4	2	6	45	49
Service wholesaler....	1	3,338	3	--	1	--	--	100	--
Subtotal.....	6	33,281	35	24	18	20	7	17	76
Secondary handlers:									
Jobber.....	10	1,547	2	7	3	--	41	59	--
Jobber (delivery)....	7	847	1	6	1	--	2/	2/	--
Service jobber.....	4	486	1	3	1	--	2/	2/	--
Secondary wholesaler..	2		2/	2	--	--	100	--	--
Prepackager.....	2	197		2	--	--	100	--	--
Purveyor.....	25	3,226	3	21	3	1	52	2/	2/
Receiver-purveyor....	9	1,928	2	6	2	1	33	2/	2/
Subtotal.....	59	8,331	9	47	10	2	48	40	12
Others:									
L.C.L. shipper.....	2	--	--	1	1	--	2/29	2/71	--
Exporter.....	2	--	--	--	1	1	--	2/30	2/70
All wholesale handlers..	125	43,022	46	72	30	23	15	22	63
Brokers and distributors:									
Selling broker.....	13	12,818	14	2	5	6	2/	2/	85
Carlot distributor....	4	11,553	12	--	1	3	--	2/	2/
Distributor.....	4	958	1	1	3	--	2/	2/	--
Subtotal.....	21	25,329	27	3	9	9	1	11	88
Sales agencies:									
Cooperative.....	5	2/	2/	1	2	2	2	16	82
Importer's.....	1	2/	2/	--	--	1	--	--	100
Subtotal.....	6	12,053	13	1	2	3	1	5	94
All brokers and agencies:	27	37,382	40	4	11	12	1	9	90
All wholesalers.....	152	80,404	86	76	41	35	9	16	75
Chains:									
National chain.....	1	2/	2/	--	--	1	--	--	100
Regional chain.....	1	2/	2/	--	--	1	--	--	100
Local chain with ware- house.....	4	2/	2/	--	2	2	--	20	80
All retail organizations:	6	12,930	14	--	2	4	--	8	92

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of information concerning individual firms.

3/ Less than 0.5 percent.

Table 140.--Degree of specialization of wholesaler, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	(Percent of each type of firm)							
	Firms handling complete line : of produce				Firms specializing in--			
	No special- ization	Some special- ization	Plus other types of food	Several commodity classes	One class of commodities	A single commodity	Several commodities of different classes	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
Primary handlers:								
Receiver.....	17	--	5	--	50	17	11	
Commission merchant.....	20	--	--	40	40	--	--	
Receiver-jobber.....	23	--	3	26	35	3	10	
Commission wholesaler.....	29	14	--	43	14	--	--	
Service wholesaler.....	100	--	--	--	--	--	--	
All primary handlers....	23	2	3	21	37	6	8	
Secondary handlers:								
Jobber.....	50	--	10	--	--	40	--	
Jobber (delivery).....	43	29	--	14	--	14	--	
Service jobber.....	75	25	--	--	--	--	--	
Secondary wholesaler.....	--	--	--	--	50	50	--	
Purveyor.....	28	12	48	12	--	--	--	
Receiver-purveyor.....	33	--	56	--	--	--	11	
Prepackager.....	--	--	--	--	50	--	50	
All secondary handlers...	36	10	31	7	3	10	3	
L.C.L. shipper.....	--	--	--	50	--	--	50	
Exporters.....	50	50	--	--	--	--	--	
All wholesale handlers...	20	6	16	15	20	8	6	
Brokers and distributors:								
Selling broker.....	23	15	--	15	47	--	--	
Carlot distributor.....	25	25	--	25	--	25	--	
Distributor.....	25	--	--	50	--	25	--	
All brokers and distrib- utors.....	24	14	--	24	28	10	--	
Sales agencies:								
Cooperative.....	--	--	--	--	80	--	20	
Importer's.....	--	--	--	--	--	100	--	
Subtotal.....	--	--	--	--	66	17	17	
All brokers and agencies....	19	11	--	19	36	11	4	
All wholesalers.....	27	7	13	15	23	9	6	
Chains:								
National chain.....	100	--	--	--	--	--	--	
Regional.....	100	--	--	--	--	--	--	
Local chain with ware- house.....	100	--	--	--	--	--	--	
All retail organizations....	100	--	--	--	--	--	--	

Percent of total sales of each group sold by firms with a complete line:

Importers and exporters	100 percent
Other wholesale handlers	56 percent
All wholesale handlers	57 percent
Brokers and agencies	38 percent

Table 141.--San Francisco-Oakland wholesale produce firms owning or controlling other firms in the produce business, 1958 1/

Type of firm owned or controlled	Wholesale handlers	Brokers and agencies	Total firms owning or controlling others
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Packinghouse or shipping firm....	6	6	12
Farm.....	1	--	1
In this market:			
Receiver.....	1	--	1
Total.....	8	6	14

1/ Including ownership or control by principals of firm.

Table 142.--San Francisco-Oakland wholesale produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Receiver-jobbers	Sales agencies	Total San Francisco-Oakland firms owned or controlled by outside firms
	<u>Firms</u>	<u>Firms</u>	<u>Firms</u>
Multi-unit firm.....	1	6	7
Other.....	1	--	1
Total.....	2	6	8

Table 143.--Purchases from outside the market, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies or brokers in other cities	From other terminal markets	Imports	Local growers	Total truckers	From local	From truckers	Total	Volume passing through the San Francisco-Oakland market	Volume passing through the San Francisco-Oakland market	Volume passing through the San Francisco-Oakland market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	24.0	--	0.7	--	--	--	--	--	25.3	16.1	9.2	
Sales agency.....	5.5	--	6.5	--	--	--	--	--	12.1	3.3	8.8	
L.C.L. shipper, exporter.....	.6	1/	1/	--	.1	--	--	.7	--	--	.7	
Receiver, commission merchant.....	12.8	.2	.6	--	1/	.1	--	--	13.7	2.8	10.9	
Purveyor.....	.4	--	--	1/	.1	--	--	.5	--	--	.5	
Receiver-jobber, service wholesaler, commission wholesaler.....	11.3	.3	.2	--	--	.1	--	--	11.8	--	--	
Jobber, jobber (delivery), secondary wholesaler, prepackager.....	1/	--	1/	--	--	1/	1/	1/	1/	--	--	1/
All wholesalers.....	55.2	.5	1.6	6.5	.4	1/	64.2	1/	22.3	41.9		
Chain.....	7.5	--	.9	--	1/	1/	8.4	--	--	8.4		
Retailer, processor, eating place, consumer.....	.3	--	--	--	.6	--	.9	--	--	--	.9	
Grand total.....	63.0	.5	2.4	6.5	.9	1/	73.5	1/	22.3	50.5		

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 144.--Wholesalers' sales to other San Francisco-Oakland wholesalers, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of buyer	L.C.L. shipper	Exporter	Receiver, commission merchant	Receiver-jobber, service wholesaler, commission whole- saler	Jobber (delivery), jobber secondary wholesaler	Purveyor: prepackager	Repacker, Total
	carlots	carlots	carlots	carlots	carlots	carlots	carlots
Broker, distributor.....	1/	1/	1.4	3.7	0.3	1/	7.0
Sales agency.....	--	.5	1.1	1.0	1.1	--	3.9
Receiver, commission mer- chant.....	.1	--	.2	.7	.6	3.0	4.5
Receiver-jobber, service wholesaler, commission merchant.....	--	--	.2	--	.3	--	.6
Jobber, jobber (delivery) secondary wholesaler, prepackager.....	--	--	1/	1/	--	.1	--
Total.....	.1	.7	2.8	5.5	2.5	4.7	1/
							16.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 145.--Wholesaler's sales to retail outlets, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of seller	Type of retail outlet			Total
	Chain	Retail store, peddler	Processors, consumer: institution, military	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, distributor.....	1.5	0.1	0.2	0.1
Sales agency.....	1.6	--	.2	1.7
L.C.L. shipper, exporter.....	--	.2	.1/	--
Receiver, commission merchant.....	1.5	3.7	.4	.3
Receiver jobber, service wholesaler, commission wholesaler.....	.6	11.1	.1/	12.4
Jobber, jobber (delivery), secondary wholesaler, prepackager.....	.4	1.7	--	.7
Purveyor.....	--	.6	--	3.7
Total.....	5.6	17.3	.8	4.9
				28.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 146.--Wholesaler's out-of-town sales and total sales, by class of firm, San Francisco-Oakland wholesale produce market, 1958

Class of seller	Type of out-of-town buyer				Exports	Total out-of-town sales	Sales in the market
	Chain, voluntary or cooperative	Retailer	Processors	Institution, military			
Wholesaler	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots			
Broker, distributor	7.8	8.0	--	0.3	0.4	--	16.5
Sales agency	5.1	1.3	--	--	--	6.4	8.8
L.C.L. shipper, exporter	1/	1/	--	--	.2	.9	1.4
Receiver, commission merchant	3.0	1.7	--	--	.7	.6	10.5
Receiver jobber, service wholesaler, commission wholesaler	3.2	.9	--	--	.2	--	4.3
Jobber, jobber (delivery), secondary wholesaler, prepackager, receiver-purveyor, receiver-purveyor	.1	--	--	--	1/	--	.1
Total	19.3	12.0	1/	.3	2.4	1.5	35.5
							44.9
							80.4

1/ Less than 50 carlots

Figures may not add exactly to the total because of rounding.

Table 147.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
	On joint account with shipper	Direct by phone or wire	Through shipping-point buying broker	Personal contact	From own or affiliated shipper or packinghouse	Through own salaried buyer	Total		
Receiver.....	12	34	10	5	14	21	100		
Commission merchant.....	66	4	8	2	--	20	--	100	100
Receiver-jobber.....	33	--	41	7	--	9	10	100	100
Service wholesaler.....	--	--	100	--	--	--	--	100	100
Commission wholesaler.....	91	--	5	4	--	1/	--	100	100
Jobber (delivery).....	--	--	100	--	--	--	--	100	100
Purveyor.....	5	--	95	--	--	--	--	100	100
Prepackager.....	--	--	100	--	--	--	--	100	100
Service Jobber.....	100	--	--	--	--	--	--	100	100
Receiver-purveyor.....	9	--	80	6	--	5	--	100	100
Secondary wholesaler.....	--	--	100	--	--	--	--	100	100
L.C.L. shipper.....	--	--	72	28	--	--	--	100	100
Exporter.....	--	--	99	--	--	1	--	100	100
All wholesale handlers..	38	2	30	7	1	12	10	100	100

1/ Less than 0.5 percent.

Table 148.--Extent of delivery services by San Francisco-Oakland wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service		Volume delivered as percentage of sales of--		Percentage of deliveries by--	
	All firms of this type	Firms making some deliveries	Firms making all firms of this type	Firms making some deliveries	Firm's trucks	Hired trucks
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	28	16	51	31	39	30
Commission merchant	80	26	29	5	--	95
Receiver-jobber.....	29	10	32	100	--	1/
Commission wholesaler.....	43	25	48	93	6	1
Service wholesaler.....	100	70	70	100	--	--
Jobber.....	10	1	10	100	--	--
Jobber (delivery).....	14	3	100	--	--	100
Service jobber.....	75	79	92	73	--	27
Secondary wholesaler.....	50	17	25	--	--	100
Prepackager.....	50	75	100	100	--	--
Purveyor.....	24	9	96	87	--	13
Receiver-purveyor.....	33	15	100	89	--	11
All wholesale handlers.....	31	16	41	56	10	34

1/ Less than 0.5 percent.

Table 149.--Volume and number of items prepackaged or repacked, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--				Total	Volume prepackaged or repacked
	Firms	Firms	Firms	Firms		
	One item	Two items	Four items	Total		
Receiver.....	2	--	--	2	1/	
Commission merchant.....	--	--	1	1	1/	
Jobber.....	--	1	--	1	1/	
Prepackager, repacker.....	--	--	1	1	1/	
Total.....	2	1	2	5	653	

1/ Withheld to avoid disclosure of operation of individual firms.

Table 150.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, San Francisco-Oakland, 1958

Type of firm	Number of days credit offered--				Total
	0	1-2	7	10	
	Firms	Firms	Firms	Firms	Firms
Receiver.....	13	--	1	--	3
Commission merchant.....	1	--	2	--	--
Receiver-jobber.....	19	1	3	1	2
Service wholesaler, commission wholesaler.....	4	--	1	--	--
Jobber.....	9	--	--	3	--
Jobber (delivery).....	7	--	--	--	--
Service jobber.....	--	--	--	1	--
Receiver-purveyor.....	8	--	--	--	1
Purveyor.....	21	--	--	--	4
Prepackager, repacker, secondary wholesaler.....	2	--	1	--	1
L.C.L. shipper, exporter.....	4	--	--	--	--
Total.....	88	1	8	1	10
					7
					1
					124

Table 151.--Target margins, brokerage and commission rates, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Average target margin of: firms quoting in terms of--			Percentage of-- Firms quoting brokerage or commission rate	
	Cents per package	Percentage of sales price	percentage of sales price	Firms quoting a target margin	Brokerage or commission rate
	Cents	Percent	Percent	Percent	Percent
Receiver.....	10.0	13.3	15.0	57	29
Commission merchant.....	30.2	18.5	13.9	80	60
Receiver jobber.....	25.8	12.4	15.0	85	54
Commission wholesaler.....	--	13.6	14.3	80	100
Service jobber.....	--	18.2	15.0	75	25
Secondary wholesaler.....	37.5	--	--	50	--
Purveyor.....	--	15.6	15.0	75	25
Receiver-purveyor.....	30.0	16.7	--	100	--
Selling broker.....	10.0	6.6	5.0	27	9
Distributor.....	12.5	--	--	50	--
Sales agency.....	--	10.0	11.0	50	50

Table 152.--Number of firms by type, San Francisco-Oakland wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958	
				Firms
Receiver, commission merchant, receiver-jobber.....	95	98	70	
Jobber.....	26	26	35	
Repacker, prepackager.....	--	--	3	
Truck jobber.....	--	3	6	
Importer, exporter.....	13	8	13	
Shipper, packer.....	35	27	17	
All wholesale handlers.....	169	162	144	
Broker.....	22	13	13	
Buying broker.....	5	6	2	
Distributor; sales agency.....	9	3	8	
All brokers and agencies.....	36	22	23	
All wholesalers.....	205	184	167	
Chain.....	4	3	4	
Wholesale grocer.....	10	9	1	
Grand total.....	219	196	172	

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer--1958.

Table 153.--Percentage of firms in business for specified periods by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Primary handlers:									
Receiver.....	6	--	38	19	19	12	--	6	100
Commission merchant.....	20	20	20	--	--	--	20	20	100
Receiver-jobber.....	10	10	17	20	20	10	--	13	100
Commission wholesaler.....	14	43	29	--	14	--	--	--	100
Service wholesaler.....	--	--	100	--	--	--	--	--	100
All primary handlers.....	8	8	28	19	15	10	2	10	100
Secondary handlers:									
Jobber.....	--	14	29	43	14	--	--	--	100
Jobber (delivery)	--	--	50	--	17	33	--	--	100
Service jobber.....	--	25	25	--	25	25	--	--	100
Secondary wholesaler.....	--	--	50	50	--	--	--	--	100
Purveyor.....	8	25	8	17	17	17	--	8	100
Receiver-purveyor	25	--	50	--	25	--	--	--	100
Prepackager.....	--	50	--	50	--	--	--	--	100
All secondary handlers.....	5	16	27	19	16	14	--	3	100
Others:									
L.C.L. shipper.....	--	--	50	--	--	50	--	--	100
Exporter.....	--	--	--	--	--	--	--	100	100
Subtotal.....	--	--	25	--	--	--	--	50	100
All wholesale handlers.....	7	11	28	19	16	11	1	7	100
Brokers and distributors:									
Selling broker.....	--	8	59	25	--	8	--	--	100
Carlot distributor.....	--	--	25	25	25	25	--	--	100
Distributor.....	--	--	75	25	--	--	--	--	100
All brokers and distributors.....	--	5	55	25	5	10	--	--	100
Sales agencies:									
Cooperative.....	--	--	--	33	34	33	--	--	100
Importer's.....	--	--	--	100	--	--	--	--	100
All sales agencies.....	--	--	--	50	25	25	--	--	100
All brokers and agencies.....	--	4	46	29	8	13	--	--	100
All wholesalers.....	6	10	31	21	14	11	1	6	100

Table 154.--Change in sales volume between 1948 and 1958, by type of firm, San Francisco-Oakland wholesale produce market, 1958

Type of firm	Percent of firms reporting specified change in sales			Total
	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	
	Percent	Percent	Percent	
Primary handlers:				
Receiver.....	70	10	20	100
Commission merchant.....	100	--	--	100
Receiver-jobber.....	69	12	19	100
Commission wholesaler.....	75	25	--	100
Service wholesaler.....	100	--	--	100
All primary handlers....	73	12	15	100
Secondary handlers:				
Jobber.....	67	33	--	100
Jobber (delivery).....	50	50	--	100
Service jobber.....	67	33	--	100
Secondary wholesaler.....	50	50	--	100
Purveyor.....	22	11	67	100
Receiver-purveyor.....	33	34	33	100
Prepackager, repacker....	--	--	100	100
Subtotal.....	42	29	29	100
Others:				
L.C.L. shipper.....	100	--	--	100
Exporter.....	100	--	--	100
All wholesale handlers....	61	19	20	100
Brokers and distributors:				
Selling broker.....	70	20	10	100
Carlot distributor.....	67	33	--	100
Distributor.....	25	--	75	100
Subtotal.....	59	18	23	100
Sales agencies:				
Cooperative.....	50	25	25	100
All brokers and agencies....	57	19	24	100
All wholesalers.....	60	19	21	100

Table 155.--Number of firms and volume handled, by market area and type of firm, Tulsa wholesale produce market, 1958

Type of firm	North Trenton Street			Other Tulsa		
	Firms		Volume	Firms		Volume
	Total	Large		Total	Large	
	Firms	Firms	Carlots	Firms	Firms	Carlots
Primary handlers:						
Receiver.....	2	0	1/	--	--	--
Receiver-jobber.....	1	0	1/	1	--	1/
Service wholesaler.....	1	1	1/	--	--	--
Wholesale grocer.....	--	--	--	1	--	1/
Subtotal.....	4	1	1/	2	--	1/
Secondary handlers:						
Jobber, purveyor.....	3	--	1/	1	--	1/
Truck jobber.....	--	--	--	3	--	180
Prepackager, repacker.....	4	--	300	--	--	--
Subtotal.....	7	--	640	4	--	1/
All wholesale handlers.....	11	1	1/	6	--	1/
Brokers and distributors:						
Selling broker.....	--	--	--	1	1	1/
All wholesalers.....	11	1	1/	7	1	1/
Chains:						
National chain.....	--	--	--	1	1	1/
Voluntary group.....	--	--	--	1	1	1/
All retail organizations.....	--	--	--	2	2	1/
Grand total.....	11	1	1,785	9	3	4,925

1/ Withheld to avoid disclosure of individual operations.

Table 156.—Number of firms by size and type, and percentage of volume handled, by each size and type, Tulsa wholesale produce market, 1958

Type of firm	All firms		Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Volume handled	Percentage of total market:			Small firms	Medium firms	Large firms
			Quantity	Total	Market			
Firms	Carlots	Percent	Firms	Firms	Firms	Firms	Percent	Percent
Primary handlers:								
Receiver.....	2	2/		1	1	--	16	84
Receiver-jobber.....	2	2/		1	1	--	30	70
Service wholesaler.....	1	2/		--	--	1	--	--
Wholesale grocer.....	1	2/		--	--	--	--	100
Subtotal.....	6	1,845	28	2	3	1	13	60
Secondary handlers:								
Jobber.....	3	692	10	{ 2 1/	1	--	41	59
Purveyor.....	1	180	3	3	1	--	100	--
Truck jobber.....	3	300	4	4	--	--	100	--
Prepackager, repacker.....	4			--	--	--	100	--
Subtotal.....	11	1,172	17	9	2	--	53	2/47
All wholesale handlers.....	17	3,017	45	11	5	1	29	55
Brokers and distributors:								2/16
Selling broker.....	1	2/	2/	--	--	1	--	--
All wholesalers.....	18	2/	2/	11	5	2	20	2/
Chains:								
National chain.....	1	2/	2/	--	--	1	--	--
Voluntary group.....	1	2/	2/	--	--	--	--	--
All retail organizations.....	2	2/	2/	--	--	2	--	--
Grand total.....	20	6,730	100	11	5	4	13	25
<hr/>								
1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.								
2/ Withheld to avoid disclosure of individual firm's operation.								

Table 157.--Degree of specialization of wholesalers, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	(Percent of each type of firm)			
	Firms handling complete: line of produce		Firms specializing in--	
	No special- ization	Plus other types of food	A single commodity	Several commodities of different classes
Primary handlers:				
Receiver.....	50	--	--	50
Receiver-jobber.....	100	--	--	--
Service wholesaler.....	100	--	--	--
Wholesale grocer.....	--	100	--	--
All primary handlers..	66	17	--	17
Secondary handlers:				
Jobber.....	--	--	100	--
Truck jobber.....	100	--	--	--
Purveyor.....	100	--	--	--
Prepackager, repacker....	--	--	100	--
All secondary handlers..	36	--	64	--
All wholesale handlers....	47	6	41	6
Brokers and distributors:				
Selling broker.....	--	--	--	100
All wholesalers.....	44	6	39	11

Percent of total sales of each group sold by firms with a complete line:

All wholesale handlers	76 percent
Brokers and agencies	0

Table 158.--Tulsa produce firms owned or controlled by firms outside this market, 1958

Type of outside firm owning or controlling	Receiver-jobber	Wholesale grocer	Total Tulsa firms owned or controlled by outside firms
	Firms	Firms	Firms
Multi-unit firm.....	1	1	2

Table 159.--Purchases from outside the market, by class of firm, Tulsa wholesale produce market, 1958

Class of buyer	Direct from shipping point or port of entry	Through sales agencies; brokers and importers in other cities	Other terminal markets	Local growers	Total	Volume passing the Tulsa market	Volume passing through Tulsa market	Volume passing through Tulsa market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Brokers.....	2/	--	--	--	2/	0.1	2/	2/
Receiver, receiver-jobber, service wholesaler, wholesale grocer.....	.8	1/ 1/	0.1 .3	0.1 --	1.0 .4 .3	-- -- --	-- -- --	1.0 .4 .3
Jobber, purveyor.....	.1	--	--	--	--	--	--	--
Repacker, prepackager.....	.3	--	--	--	--	--	--	--
All wholesalers.....	2/	.1	.4	.1	2/	.1	2/	2/
Chain, voluntary group.....	1.4	.1	.2	.1	1.9	--	--	1.9
Retailer, processor.....	--	--	.5	.1	.5	--	--	.5
Grand total.....	4.1	.2	1.1	.2	5.6	.1	.5	.5

^{1/} Less than 50 carlots.^{2/} Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 160.--Wholesaler's sales to other Tulsa wholesalers, by class of firm, Tulsa wholesale produce market, 1958

Class of buyer	Type of wholesale buyer				Total
	Receiver, receiver-jobber, service wholesaler, wholesale grocer	Truck jobber	Jobber, purveyor		
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	
Broker.....	0.9	--	--	--	0.9
Receiver, receiver-jobber, service wholesaler, whole- sale grocer.....	--	1/ 1	0.1 --	.1 .1	
Jobber, purveyor.....	1/ 1	1/ 1	--	--	
Repacker, prepackager.....	--	1/ 1	.1 .1	.1 .1	
Total.....	.9	.2	.2	.2	1.3

1/ Less than 50 carlots.

Figures may not add exactly to total because of rounding.

Table 161.--Wholesalers' sales to retail outlets, by class of firm, Tulsa wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain, voluntary groups	Retail store, peddler	Processor, consumer	Eating place, institution, military	
	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>	1,000 <u>carlots</u>
Broker.....	0.4	--	--	--	0.4
Receiver, receiver-jobber, service wholesaler, whole- sale grocer.....	.2	0.6	1/ 1	0.1 .4	1.0 .5
Jobber, purveyor.....	--	.1	--	--	
Truck jobber.....	--	.1	--	--	.1
Repacker, prepackager	--	.2	--	--	.2
Total.....	.6	1.1	1/ 1	.4	2.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 162.--Wholesaler's out-of-town sales and total sales, by class of firm, Tulsa wholesale produce market, 1958

Class of seller	Type of out-of-town buyer			Total out-of-town sales	Sales in the market	Total sales
	Chain, voluntary or cooperative group	Retailer	Eating place, institution, military			
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker.....	2/	--	--	2/	1.3	2/
Receiver, receiver-jobber, service wholesaler, wholesale grocer.....	--	0.2	0.4	1/	.7	1.9
Jobber, purveyor.....	.1	--	--	--	.1	.7
Truck jobber.....	--	--	.1	--	.1	.2
Repackager, prepackager.....	--	--	--	--	.3	.3
Total.....	2/	.2	.5	1/	2/	3.4

1/ Less than 50 carlots.

2/ Withheld to avoid disclosure of individual firm's operations.

Figures may not add exactly to the total because of rounding.

Table 163.--Percentage distribution of shipping point purchases made by each type of firm, by method of purchase, Tulsa wholesale produce market, 1958

Type of firm	Direct by phone or wire		Through shipping point buying broker	Personal contact	Total
	Percent	Percent			
Receiver, receiver-jobber, service wholesaler, wholesale grocer.....	82	7	7	11	100
Jobber, purveyor.....	53	42	42	--	100
Repackager, repacker.....	50	50	50	--	100
All wholesale handlers.....	71	22	22	7	100

Table 164.--Extent of delivery service by Tulsa wholesale produce handlers, 1958

Type of firm	Percentage of firms providing delivery service		Volume delivered as percentage of sales of--		Percentage of deliveries by--	
			All firms of this type		Firms making some deliveries	Firm's trucks
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver.....	100	87	87	100	--	--
Receiver-jobber.....	100	99	99	100	--	--
Service wholesaler.....	100	100	100	100	--	--
Wholesale grocer.....	100	100	100	100	--	100
Jobber.....	100	23	23	99	--	1
Truck jobber.....	100	100	100	--	--	100
Purveyor.....	100	100	100	--	--	100
Prepackager, repacker.....	100	50	50	--	--	100
Wholesale handlers....	100	84	84	61	--	39

Table 165.--Volume and number of items prepackaged or repacked, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Firms packaging or repacking--			Total	Volume prepackaged or repacked
	One item		Two items		
	Firms	Firms	Three items		
Receiver.....	1	1	--	2	1/
Receiver-jobber.....	1	--	1	2	1/
Service wholesaler.....	--	--	1	1	1/
Jobber.....	2	--	--	2	300
Prepackager, repacker.....	4	--	--	4	
Total.....	8	1	2	11	581

1/ Withheld to avoid disclosure of individual firm's operations.

Table 166.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Tulsa, 1958

Type of firm	Number of days credit offered--				
	1-2	7	14	15	Total
	Firms	Firms	Firms	Firms	Firms
Receiver, receiver-jobber, service wholesaler.....	--	1	2	1	4
Jobber.....	3	--	--	--	3
Total.....	3	1	2	1	7

Table 167.--Number of employees, by type and size of firm, Tulsa wholesale produce market, 1958

Type of firm	Size of firm, by 1958 sales volume				
	All firms		200 to 499: 500 or more		
	Less than 200 carlots	200 carlots	200 carlots	200 carlots	200 carlots
	Firms	Employees	Employees	Employees	Employees
Receiver, receiver-jobber, service wholesaler.....	5	102	18	52	32
Jobber, purveyor.....	4	18	6	12	--
Truck jobber.....	3	3	3	--	--
Prepackager, repacker.....	4	12	12	--	--
All wholesale handlers..	16	135	39	64	32
Selling broker.....	1	3	--	--	3
Chain.....	2	43	--	--	43
Grand total.....	19	181	39	64	78

Table 168.--Target margins by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Average target margin of firms	Percentage of firms quoting a target margin
	quoting in terms of--	
	Cents per package	
	sales price	
	Cents	Percent
Receiver-jobber.....	--	--
Service wholesaler.....	--	16.0
Jobber.....	4.0	16.0

Table 169.--Number of firms, by type, Tulsa wholesale produce market, 1939, 1948, and 1958

Class of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver, receiver-jobber.....	7	5	11
Jobber.....	2	2	3
Repacker, prepackager.....	--	--	--
Truck jobber.....	8	8	9
Trucker.....	--	1	2
Shipper, packer.....	1	1	1
All wholesale handlers.....	18	17	26
Broker.....	4	3	2
Distributor, sales agency.....	1	1	--
All brokers and agencies...	5	4	2
All wholesalers.....	23	21	28
Chains.....	4	3	1
Wholesale grocer.....	8	5	2
Grand total.....	35	29	31

Packer Red Book, 1939 and 1948; Fresh Year Book Issue--The Packer, 1958.

Table 170.--Percentage of firms in business for specified periods, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	1-4 years	5-9 years	10-19 years	20-29 years	30-39 years	40-49 years	50-59 years	60 years or more	Total
	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.
Primary handlers:									
Receiver.....	--	--	50	50	--	--	--	--	100
Receiver-jobber.....	--	--	--	--	50	--	--	50	100
Service wholesaler.....	--	--	100	--	--	--	--	--	100
All primary handlers.....	--	--	40	20	20	--	--	20	100
Jobber.....	--	--	100	--	--	--	--	--	100
All wholesale handlers.....	--	--	64	12	12	--	--	12	100
Selling broker.....	--	--	--	--	--	--	100	--	100
All wholesalers.....	--	--	56	11	11	--	11	11	100

Table 171.--Change in sales volume between 1948 and 1958, by type of firm, Tulsa wholesale produce market, 1958

Type of firm	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	Percent	Percent	Percent	Percent
Primary handlers.....	40	--	--	100
Jobber (delivery).....	--	--	--	100
All wholesale handlers.....	25	--	75	100

Table 172.--Number of firms and volume handled, by market area and type of firm, Wichita wholesale produce market,
1958

Type of firm	Wichita jobbing market			City market 1/			Other areas		
	Firms		Volume	Firms	Volume	Firms	Volume	Firms	Volume
	Total	Large 2/	Total	Large 2/	Total	Large 2/	Total	Large 2/	Total
Receiver, receiver-jobber.....	4	2	3/	--	--	--	1	--	3/
Truck jobber, service jobber.....	3	--	3/	--	--	--	1	--	3/
Purveyor, receiver-purveyor.....	3	--	168	--	--	--	--	--	--
Prepackager, repacker.....	2	--	3/	--	--	--	1	--	3/
Selling broker, sales agency.....	4	2	1,934	--	--	--	--	--	--
Merchant trucker.....	1	--	3/	6	--	3/	--	--	--
All wholesalers.....	17	4	4,027	6	--	3/	3	--	3/
Chain.....	1	--	3/	--	--	--	2	2	3/
Grand total.....	18	4	3/	6	--	3/	5	2	3/

1/ Enclosed farmers' market.

2/ "Large" firms are those selling 500 or more carlots.

3/ Withheld to avoid disclosure of operations of individual firms.

Table 173.--Number of firms by size and type, and percentage of volume handled, by each size and type, Wichita wholesale produce market, 1958

Type of firm	All firms			Distribution of firms by size 1/			Percentage of volume handled by--		
	Number	Volume handled		Small	Medium	Large	Small firms	Medium firms	Large firms
		Quantity	Percentage of total market:						
Firms	Carlots	Percent	Firms	Firms	Firms	Firms	Percent	Percent	Percent
Wholesale handlers:									
Receiver.....	2	1,915	26	{ 1	--	1	19	--	81
Receiver-jobber.....	3			--	2	1	--	44	56
Service jobber.....	1	142	2	{ 1	--	--	100	--	--
Truck jobber.....	3			{ 3	--	--	100	--	--
Purveyor.....	2	168	2	{ 2	--	--	100	--	--
Receiver-purveyor.....	1			{ 1	--	--	100	--	--
Prepackager, repacker.....	3	152	2	{ 3	--	--	100	--	--
Merchant trucker.....	7	362	5	{ 7	--	--	100	--	--
All wholesale handlers.....	22	2,739	37	18	2	2	35	20	45
Brokers and agencies:									
Selling broker.....	2			{ --	--	2	--	--	100
Cooperative sales agency.....	1	1,934	26	{ --	1	--	--	100	--
Importer's sales agency.....	1			{ 1	--	--	100	--	--
All brokers and agencies.....	4	1,934	26	1	1	2	2/	2/	2/
Chains:									
National chain.....	1			{ --	--	1	--	--	100
Regional chain.....	1			{ --	1	--	--	100	--
Local chain with warehouse.....	1	2,813	37	{ 1	--	--	100	--	--
Voluntary group.....	1			{ --	--	1	--	--	100
All retail organizations.....	4	2,813	37	1	1	2	2/	2/	2/
Grand total.....	30	7,486	100	20	4	6	17	2/	2/

1/ Small firms handle less than 200 carlots per year, medium firms 200 to 499, and large firms 500 or more.

2/ Withheld to avoid disclosure of individual firm's operations.

Table 174.—Degree of specialization of wholesalers, by type of firm, Wichita wholesale produce market, 1958

Type of firm	Percent of each type of firm)		
	Firms specializing in--		Percent
	Firms handling complete line of produce	No specialization	
Receiver, receiver-jobber.....	60	--	40
Service jobber, truck jobber.....	100	--	--
Purveyor, receiver-purveyor.....	100	--	--
Prepackager.....	--	--	100
Merchant trucker.....	--	57	14
ALL wholesale handlers.....	46	18	27
Selling broker, sales agency.....	50	--	25
All brokers and agencies.....	50	--	25

Table 175.--Purchases from outside the market, by class of firm, Wichita wholesale produce market, 1958

Class of buyer	Direct from	Through sales	From	Other	Total	Volume by-passing the	Volume passing through the
	shipping point or port of entry	agencies or brokers	local	terminal markets	Wichita market	Wichita market	Wichita market
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	1.9	--	--	--	.6	1.3	
Receiver, receiver-jobber.....	.3	0.3	1/	0.3	.9	.9	
Truck jobber, service jobber.....	--	--	--	--	--	--	
Merchant trucker.....	.3	--	--	--	.3	.3	
Purveyor, receiver purveyor.....	--	.1	1/	--	.1	--	.1
Repacker, prepackager.....	.1	--	--	--	.1	--	.1
All wholesalers.....	2.7	.4	1/	.3	3.4	.6	2.8
Chain, voluntary group.....	1.2	.8	1/	.1	2.1	--	2.1
Retailer, processor, eating place.....	--	--	.1	.6	.7	--	.7
Grand total.....	3.9	1.2	.1	1.0	6.2	.6	5.6

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 176.--Wholesalers' sales to other Wichita wholesalers, by class of firm, Wichita produce market, 1958

Class of seller	Type of wholesale buyer						Total
	Truck receiver	jobber	Merchant service	Trucker	Purveyor receiver	Repacker, purveyor	
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency...	1.0	--	--	--	1/	--	1.0
Receiver, receiver-jobber.....	1/	0.1	1/	--	.1	1/	.2
Merchant trucker.....	--	1/	--	--	1/	--	1/
Purveyor, receiver-purveyor.....	--	1/	--	--	--	--	1/
Repacker, prepackager..	--	--	--	--	1/	--	1/
Total.....	1.0	.1	1/	.1	1/	1/	1.2

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 177.--Wholesalers' sales to retail outlets by class of firm, Wichita wholesale produce market, 1958

Class of seller	Type of retail outlet				Total
	Chain, voluntary	Retail store, group	Eating place, institution, military		
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	
Broker, sales agency.....	0.3	--	--	--	0.2
Receiver, receiver-jobber....	.1	0.7	0.2	0.2	1.0
Truck jobber, service jobber:	--	1/	1/	1/	1/
Merchant trucker.....	.2	.2	--	--	.3
Purveyor, receiver-purveyor..	--	1/	.2	.2	.2
Repacker, prepackager.....	.1	1/	1/	1/	.1
Total.....	.8	.9	.4	.4	2.0

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 178.--Wholesaler's out-of-town sales and total sales, by class of firm, Wichita wholesale produce market, 1958

Class of seller	Total out-of-town buyers--		Total out-of-town sales	Sales in the market	Total sales
	Chain, voluntary Wholesaler; or cooperative group	Eating places, Retailer; institutional outlets			
	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots	1,000 carlots
Broker, sales agency.....	0.1	0.5	--	0.6	1.3
Receiver, receiver-jobber....	.2	.2	.3	.7	1.2
Truck jobber, service-jobber.	--	--	.1	.1	.1
Merchant trucker.....	--	--	1/	1/	.4
Purveyor, receiver-purveyor.....	--	--	--	--	.2
Repacker, prepackager.....	--	--	1/	1/	.2
Total.....	.2	.7	.4	1.4	3.2
					4.7

1/ Less than 50 carlots.

Figures may not add exactly to the total because of rounding.

Table 179.--Percentage distribution of shipping-point purchases made by each type of firm, by method of purchase, Wichita wholesale produce market, 1958

Type of firm	Consignment		Direct by	Through own salaried buyer	From shipping-point: farmers' market	Personal contact	Total
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
Receiver, receiver-jobber.....	8	92	--	--	--	--	100
Merchant trucker.....	--	--	--	--	--	100	100
Repacker, prepackager.....	--	--	84	16	--	--	100
All wholesale handlers.....	9	31	16	3	41	100	

Table 180.--Extent of delivery services by Wichita wholesale produce handlers, 1958 1/

Type of firm	Percentage of firms providing delivery service	Volume delivered as percentage of sales of--	
		All firms of : Firms making this type : some deliveries	
	Percent	Percent	Percent
Receiver, receiver-jobber.....	100	84	84
Truck jobber, service-jobber..	100	100	100
Purveyor, receiver-purveyor....	100	99	99
Repacker, prepackager.....	100	100	100
Merchant trucker.....	71	72	97
All wholesale handlers.....	91	85	88

1/ All deliveries in firm's own trucks.

Table 181.--Volume and number of items prepackaged or repacked, by type of firm, Wichita wholesale produce market, 1958

Type of firm	Firms prepackaging or repacking--			Volume pre- packaged or repacked	
	One item	Two items	Three items	Total	
	Firms	Firms	Firms	Firms	Carlots
Receiver, receiver-jobber.....	2	1	1	4	1/
Truck jobber, service-jobber..	--	--	1	1	1/
Repacker, prepackager.....	1	2	--	3	152
All wholesale handlers.....	3	3	2	8	1/
Chain.....	1	--	--	1	1/
Total.....	4	3	2	9	306

1/ Withheld to avoid disclosure of individual operations.

Table 182.--Number of firms offering credit for specified periods to noninstitutional buyers, by type of firm, Wichita, 1958

Type of firm	Number of days credit offered				
	0	1-2	7	30	Total
	Firms	Firms	Firms	Firms	Firms
Receiver, receiver-jobber.....	--	1	2	--	3
Purveyor, receiver-purveyor....	--	--	--	1	1
Repacker, prepackager.....	--	2	1	--	3
Merchant trucker.....	3	2	2	--	7
All wholesale handlers.....	3	5	5	1	14

Table 183.--Number of employees, by type and size of firm, Wichita wholesale produce market, 1958

Type of firm	All firms	Small firms 1/	Medium firms 1/	Large firms 1/
	Firms	Employees	Employees	Employees
Receiver, receiver-jobber.....	5	77	4	20
Truck jobber, service-jobber..	4	10	10	--
Purveyor, receiver-purveyor..	3	18	18	--
Repacker, prepackager.....	3	13	13	--
Merchant trucker.....	5	9	9	--
All wholesale handlers.....	20	127	54	20
Selling broker.....	2	3	--	--
Chains.....	3	67	5	--
Grand total.....	25	197	59	20
				118

1/ Small firms had sales of less than 200 carlots, medium firms 200 to 499 carlots, large firms 500 or more carlots.

Table 184.--Target margins, Wichita wholesale produce market, 1958

Type of firm	Average target margin as percentage of sales price	Percentage of firms quoting a target margin
	Percent	Percent
Receiver, receiver-jobber.....	13.4	80
Purveyor, receiver-purveyor....	20.0	67
Prepackager, prepackager.....	10.8	100
Merchant trucker.....	12.1	100

Table 185.--Number of firms, by type, Wichita wholesale produce market, 1939, 1948 and 1958

Class of firm	1939	1948	1958
	Firms	Firms	Firms
Receiver, receiver-jobber.....	15	12	5
Jobber.....	2	1	2
Truck jobber.....	1	9	4
Shipper; packer.....	5	3	--
All wholesale handlers.....	23	25	11
Broker.....	7	5	2
Distributor, sales agency.....	2	2	2
All brokers and agencies.....	9	7	4
All wholesalers.....	32	32	15
Chain.....	2	2	1
Wholesale grocer.....	1	3	3
Grand total.....	35	37	19

Packer Red Book, 1939 and 1948; Fresh Yearbook Issue, The Packer--1958.

Table 186.--Percentage of firms in business for specified periods by type of firm, Wichita wholesale produce market, 1958

Type of firm	1-4 years	10-19 years	20-29 years	30-39 years	60 years or more	Total reporting
	Percent	Percent	Percent	Percent	Percent	Percent
Receiver, receiver-jobber.....	20	60	--	--	20	100
Purveyor, receiver-purveyor.....	--	33	67	--	--	100
Truck jobber, service-jobber.....	--	100	--	--	--	100
Repacker, prepackager.....	33	33	--	33	--	100
Merchant trucker.....	40	60	--	--	--	100
Selling broker, sales agency.....	--	--	50	50	--	100
All wholesalers.....	18	54	14	9	5	100

Table 187.--Change in sales of wholesalers between 1948 and 1958, Wichita produce market, 1958

Type of firm	Increased 10 percent or more	Changed less than 10 percent	Decreased 10 percent or more	Total
	Percent	Percent	Percent	Percent
Receiver, receiver-jobber.....	25	--	75	100
Purveyor, receiver-purveyor.....	--	33	67	100
Truck jobber, service jobber.....	75	25	--	100
Repacker, prepackager.....	--	--	100	100
Merchant trucker.....	--	67	33	100
Selling broker, sales agency.....	100	--	--	100
All wholesalers.....	39	17	44	100

APPENDIX: TERMS USED IN THIS STUDY

Types of Firms

Brokers and agencies (firms that do not physically handle merchandise although they may arrange for such physical handling by others):

Auction representative	Import agent
Buying broker	Importer's sales agency
Buying office	Sales agent
Cooperative sales agency	Selling broker
Carlot distributor	Shipper's sales agency
Distributor	Terminal broker
Export agent	

Retail organizations:

Corporate chains:	Voluntary group
National chain	Retail cooperative
Regional chain	
Local chain	
Local chain without warehouse	

Wholesale handlers (firms that physically handle merchandise):

Auction	Mixed load shipper
Banana jobber	Packer-shipper
Commission importer	Prepackager
Commission wholesaler	Purveyor
Commission merchant	Receiver
Exporter	Receiver-jobber
Importer	Receiver-purveyor
Institutional grocer	Repacker
Itinerant trucker	Secondary wholesaler
Jobber	Service jobber
Jobber (delivery)	Service wholesaler
L.c.l. shipper	Truck jobber
Merchant trucker	Wholesale grocer

Definitions of Terms

Auction.--A terminal market fruit auction which acts strictly as a service agency, providing facilities and organization for selling and handling the produce (or arranging for such handling), but having no financial interest in the produce.

Auction representative.--A selling broker more than half of whose business is on the fruit auction as a shipper's representative.

Buying broker.--Buys in less-than-carload lots in the terminal market, including the fruit auction, for out-of-town wholesalers and chainstores or for local retailers. May arrange for loading and shipment, but does not handle the produce himself. In some cases, he may accept the billing for the merchandise (especially when buying for foreign customers, usually Canadian) but this is done as a convenience for the buyer.

Brokers and agencies.--Firms which do not physically handle the produce, although they may arrange for such physical handling by others.

Buying office.--A salaried buyer for an out-of-town wholesaler or chainstore. Arranges for loading and shipment but does not handle the produce himself.

Carlot distributor.--Buys and sells full carlots and takes title. He may do some brokerage business as well. Does not physically handle the produce.

Commission importer.--An importer who operates on a commission basis.

Commission merchant.--A receiver who handles more than half his produce on consignment from growers or shippers.

Commission wholesaler.--A receiver-jobber who handles more than half of his produce on consignment from growers or shippers, often nearby growers.

Cooperative sales agency.--Salaried representative of a farmer cooperative in the terminal market. Does not physically handle produce.

Direct purchases from shipping point.--Purchases by the buying firm from sellers located at a shipping point.

Direct receipts from shipping point.--Receipts of produce directly from shipping point, including both direct purchases from shipping point and purchases from brokers, sales agencies, and others in the terminal market where the actual shipment is made directly to the first receiver.

Distributor.--Buys full carlots or trucklots. Sells in l.c.l. quantities to wholesalers, chainstores, and others. Does not physically handle the produce. Sells out of car, either before or after receipt. May do some brokerage business as well.

Exporter.--Buys produce on his own account and ships to foreign countries or to noncontiguous areas of the United States (for example, Alaska, Hawaii, Puerto Rico).

Firm.--The firm in this study is a separate business operation. It does not necessarily coincide with the legal or other definition of the firm. For example, a single corporation which operated a prepackaging plant and a receiving operation generally would be treated as two firms in this study. The relationship between the two firms so defined is indicated under interfirm relationships. This type of definition permits us to treat different types of operations as relatively pure single-function firms, rather than trying to handle multiple operations as a single firm which does not fit in any category.

Import agent.--A broker for imported goods.

Importer.--Imports produce from foreign countries and takes title.

Importers' sales agency.--Salaried representative of an importer (usually a banana importer) in the terminal market. Does not physically handle produce.

Itinerant trucker.--A trucker who does not maintain a store or warehouse. Usually buys on speculation and hauls to another city where he hopes to resell at a higher price. May operate as a for-hire trucker at one time and as an itinerant trucker of another time.

Jobber.--Purchases more than half his produce from wholesale handlers in the local market. Sells more than half his produce to retail stores and institutional outlets. Handles the merchandise through his own store.

Jobber(delivery).--A jobber who delivers more than half his produce to his customers.

L.c.l. shipper.--Buys in the terminal market and takes title. Ships less-than-carload lots to wholesalers and chainstores in other markets.

Large firms.--Those selling 500 or more carlots of produce annually.

Local chain.--A corporate chain with only one warehouse distribution area.

Local chain without warehouse.--A local chain which does not operate its own produce warehouse, although it almost always operates a dry grocery warehouse.

Market.--The standard metropolitan statistical area or, if area has not been defined, the county concerned.

Market area.--A limited area within the market where firms are concentrated.

Medium firms.--Those selling 200 to 499 carlots of produce annually.

Merchant trucker.--A trucker who buys at shipping point or in other markets and hauls in his own truck to the terminal market where he maintains a store or warehouse.

Mixed load shipper.--Buys in the terminal market and takes title. Ships full loads (mostly truckloads) to wholesalers in other markets.

National chain.--The three largest chainstores with warehouse distribution areas over more than half the country.

Packer-shipper.--Receives products directly from farms, packs and ships. Most such firms are, of course, located in the country, but a few are found in markets such as Los Angeles.

Produce.--Used interchangeably with "fresh fruits and vegetables."

Purveyor.--A jobber who sells more than half his produce to hotels, restaurants, and institutions.

Receiver.--Purchases produce for own account usually in full carlots or truckloads. Direct receipts from shipping point account for more than half his purchases. Performs the physical functions of unloading and handling in his own facilities, on team track, or at the terminal. More than half his sales are to other wholesalers, chain-store warehouses or processors.

Receiver-jobber.--Direct receipts from shipping point are more than half his purchases. More than half his sales are to retail stores and institutional outlets. Receives and handles produce in his own warehouse or store.

Receiver-purveyor.--A purveyor who receives more than half his produce direct from shipping point.

Regional chain.--A corporate chainstore organization with two or more warehouse distribution areas.

Repacker, prepackager.--A prepackager has more than half his produce in consumer packages. A tomato repacker ripens, sorts, and packages tomatoes.

Retail cooperative.--A wholesale operation owned by member retailers.

Sales agent.--An independent selling agency for a wholesaler, who receives a commission on sales made for the principal. Typically a one-man operation selling for a purveyor.

Secondary wholesaler.--A wholesaler who buys from local wholesale handlers and resells to other wholesalers such as jobbers and truck jobbers. Handles the produce and takes title.

Selling broker.--Negotiates sales on behalf of a number of shippers, but does not take title and does not physically handle the produce.

Service jobber.--A service wholesaler who buys more than half his produce from local wholesale handlers.

Service wholesaler.--A receiver-jobber who performs additional services for his customers, the retail stores, such as suggesting retail prices, training produce personnel, and assisting with advertising and merchandising.

Shipper's sales agency.--Sales office for packers and shippers located in the terminal market.

Small firms.--Those selling less than 200 carlots of produce annually.

Terminal broker.--Operates like a selling broker except that he represents buyers rather than sellers, and collects his fee from the buyer.

Truck jobber.--A jobber who conducts his business from his truck. He does not sell from a store, but usually has a regular customer route, delivering on a fixed schedule.

Voluntary group.--A group of retail stores sponsored by an independent wholesale grocer.

Wholesale grocer.--A receiver-jobber or service wholesaler whose main line is dry groceries and who does not sponsor a voluntary group or retailer cooperative.

Wholesale handlers.--Firms which physically handle the merchandise.

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